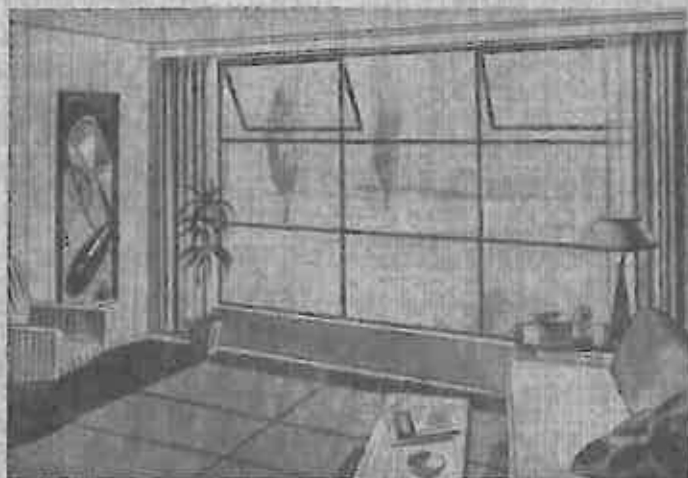


Dream House

a design

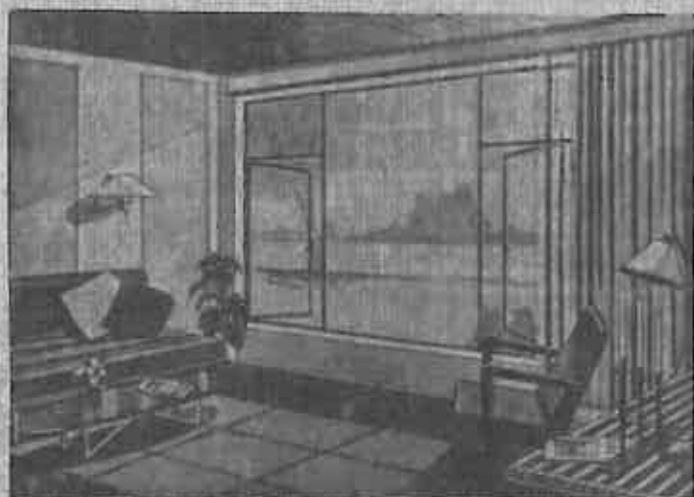
for living





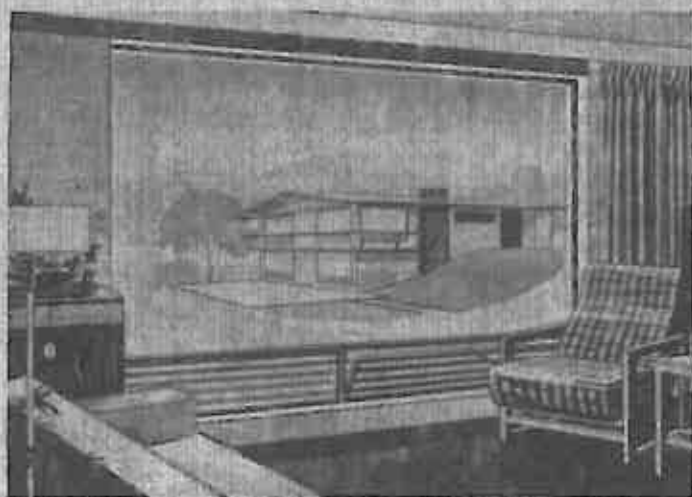
RANCH TYPE

Ranch type windows have ventilators which provide controlled all-weather ventilation and economy in large glass areas.



CASEMENT

The Casement or Side-hinged type provides maximum ventilation with narrow architectural sight lines.



LOUVRE

The Louvre type provides picture-frame vision with ideal screened ventilation.

FENTRON INDUSTRIES INC.

— SUPERIOR STEEL AND ALUMINUM WINDOWS —



**H. K. Schroeder,
President of
Schroeder Construction Company**

H. K. Schroeder, a veteran of the homebuilding industry, is a native son of Seattle. He is a graduate of Seattle schools and the University of Washington. Except for his service with the Army overseas during World War II, he has always made his home here.

Mr. Schroeder is a member of the Seattle Master Builders. He has built homes of all types and all price brackets.

At present he is completing 6 subdivisions in the North End of Seattle and three in Bellevue. Two new subdivisions are now being started and three more are in the planning stages.

Mr. Schroeder owes his success to close cooperation with the buyer's wishes and the excellent planning of his houses.

The Schroeder Construction Company uses this booklet as the opportunity to acquaint you with our progress, our aims and objectives, our new and revised home plans, and an acknowledgement of the many fine sub-contractors and associated business firms who are working with us to make this undertaking possible.





BILL BONNELL, Coordinator between Picture Floor Plans and the H. K. Schroeder Construction Company, says:

"The Schroeder home of today is a combination of the quality workmanship of a master builder incorporating the needs of the present home buyer."

Recognizing the changing trends in the industry, Mr. Schroeder personally interviewed the potential home buyer and the sales force of Picture Floor Plans who are highly conscious of these trends.

Thru this close association, Seattle's 1953 Sensation was created - "The Home Of Tomorrow Today."

The luxurious appointments incorporated into these homes are, the lavish use of rich Mahogany, ceramic tile, colored plumbing, aluminum sash, and the buyers choice of interior and exterior finishes. All models are 3 bedroom ramblers with vanity type baths, double sinks and triple mirrors. The A-53 Model has the expandable Recreation Room with second fireplace - The C-53 has the popular Ranch Kitchen with second fireplace and a barbecue and the F-53 has a versatile floor plan with its Recreation Room, second fireplace and featuring 2 separate bathrooms.

These are the reasons that the Schroeder Construction Company Homes of Today are leading the field."



BUY AND SELL YOUR HOME
THE MODERN WAY

REAL ESTATE

2200 North 45th
3216 East 45th

MEIrose 0838
Fillmore 0038

7314 Aurora Avenue

Fillmore 1130



HOWARD PARKER

Mr. Howard Parker, a native of the Pacific Northwest, has always been deeply interested in the growth and advancement of this area. He is a director on the Seattle Real Estate Board, on the Steering committee and Membership Board of the North End Brokers Association, and belongs to various charitable and fraternal organizations.

By combining Service with a better method of matching the Home to the Buyer, the system of having Pictures and Floor Plans was originated. Thus, "Picture Floor Plans, Incorporated" was born. Through honest, diligent work and service with home buyers, Mr. Parker has built the firms reputation to one of high esteem.

The seventy (70) employees of Picture Floor Plans, Inc., were selected for their background and ability to corrolate a high ethical approach to the Real Estate profession.

This high type of personnel along with the placement of the Five (5) Picture Floor Plan offices in areas of high home ownership and rapid growth has resulted in Mr. Parker having one of the largest residential and farm sales organizations in Seattle.

Mr. Weiland, associated with Picture Floor Plans Inc. since the formation of the company, is manager of the Closing Department, one of the fundamental operations of the Company which is an additional service rendered to both Buyer and Seller. Through his close contact with the financial outlets, the Buyer, the Seller, Federal Housing, and the Veteran's Administration; he eliminates the problems that generally arise in the selling of homes. This service is highly regarded by the lending institutions doing business with our buyers and sellers as the blending link in the harmony of Real Estate.



GEORGE WEILAND

SOMETHING ABOUT SCHROEDER HOMES AND BELLEVUE LIVING

1. Located in fine "new home" areas.
2. Clean, wide surfaced streets with homes set well back for spacious feeling and living comfort.
3. Pride of ownership, because of individual exterior design and wide use of brick, stone, and planter boxes.
4. The Schroeder home is "most for the money".
5. You may choose your plan and we will build on your lot in the greater Bellevue and Mercer Island area.



EXCLUSIVE BELLEVUE AGENTS OF SCHROEDER HOMES

- Established 1925 -

"Continuous Service to our valued
Customers"

Phone
Bellevue 4-3381
Seattle (Toll Free) EA 6444

401 - 104th Ave. N. E.
Bellevue



DON WILCOX

Mr. Don Wilcox, President and Co-owner of Bellevue Realty Company, Inc., has been a resident of Bellevue since 1932.

He is recognized as one of the leaders in the field of professional appraisals and land development.

Bellevue Realty was the first real estate office in the rapidly expanding Bellevue area. C. W. Bovee, presently Mayor of Bellevue, established the company when farming was the main occupation. The Lake Washington Bridge has opened up the area to one of the finest Suburban developments in the United States. A second bridge in the planning stage will increase the accessibility of Bellevue to Seattle business men for fine suburban living.

Bellevue Realty is one of the leaders in developing the beautiful land areas for home construction.

The Bellevue Insurance Company, a subsidiary of the Bellevue Realty Company provides through Howard Vore the very best insurance service with fourteen (14) selected companies, writing Fire, Auto, and other coverages, including mortgage redemption life insurance.

Mr. Alden Hanson, Manager and Co-owner of Bellevue Realty Company, Inc. has been a Bellevue resident since 1919. Mr. Hanson is an authority on land development and sales promotion.



ALDEN HANSON

YOU CAN BE SURE... IF IT'S
Westinghouse

Automatic Dishwashers

**EASY, LOW-COST
 INSTALLATION**

Your choice
 of these Westinghouse Models for your kitchen:

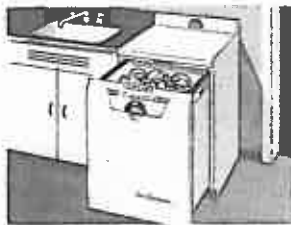
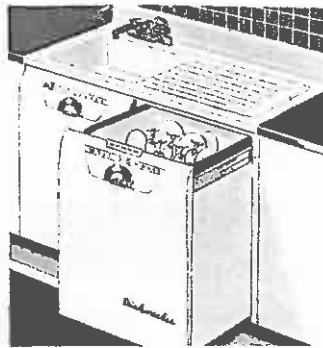


**UNDERCOUNTER MODEL
 (DWB-13)**

FOR EXISTING KITCHENS, this is the ideal model. Only 24" wide, the same width as a standard kitchen base cabinet. Just slip out the cabinet, slip in the dishwasher. The existing custom counter surface need not be disturbed. Dishwasher drain can then be connected to sink drain using special fitting supplied.

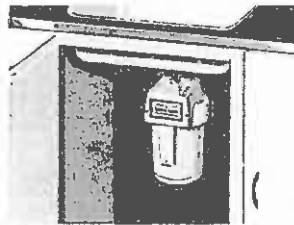
**DISHWASHER-SINK MODEL
 (DWB-4805C)**

A DE LUXE COMBINATION of dishwasher and sink, all in one 48" unit. Has matching front panels. Sink bowl, drainboard, and backplasher are one-piece, acid-resisting, porcelain enamel. Generously sized sink bowl. Handsome, heavily chromed fittings. Drainboard over dishwasher always usable. Storage space under sink always at hand.



**CABINET MODEL
 (DWB-24)**

SELF-CONTAINED and freestanding. Work surface always ready for use. Fits perfectly into a bank of standard kitchen cabinets.



**WASTE-AWAY®
 Food Waste Disposer**

THE IDEAL COMPANION to an automatic dishwasher. Easily installed. Shreds and washes away food waste as it accumulates.

Usable Space!
Reach-Easy Convenience!

Butter Keeper that keeps butter at the right spreading temperature . . . always ready for table use . . . in an attractive, shatterproof dish.

Snack Rack—Shelves in the door where eggs, bottles and small packages and cartons are always in sight, easy to reach. Metal guard prevents tall bottles from tipping.



Bonus Bottle Space stores 16 qts. of milk . . . taller beverage bottles, too . . . in dry cold. No excess moisture to make bottles slippery, hard to hold.

model DD-74



Westinghouse

Electric Supply Company

1051 1st South

ELiot 7001



BILL HAYES

Bill Hayes, 26, is one of the youngest construction superintendents in the Northwest. Bill serves as a fine example of H. K. Schroeder's "look to the future" attitude.

The ever genial, yet efficient Mr. Hayes has a M. A. Degree from the University of Southern California, and has been an employee of the company since 1950. Bill's ability to co-ordinate men for the best results has made him an important part of the company. He is in charge of the Seattle construction division.

John Flynn, Superintendent, of H. K. Schroeder's Ranch Homes Inc., has had some twenty years experience in the construction field. This experience, coupled with John's study of architectural designing at the University of Washington has made him a valuable man in Mr. Schroeder's organization.

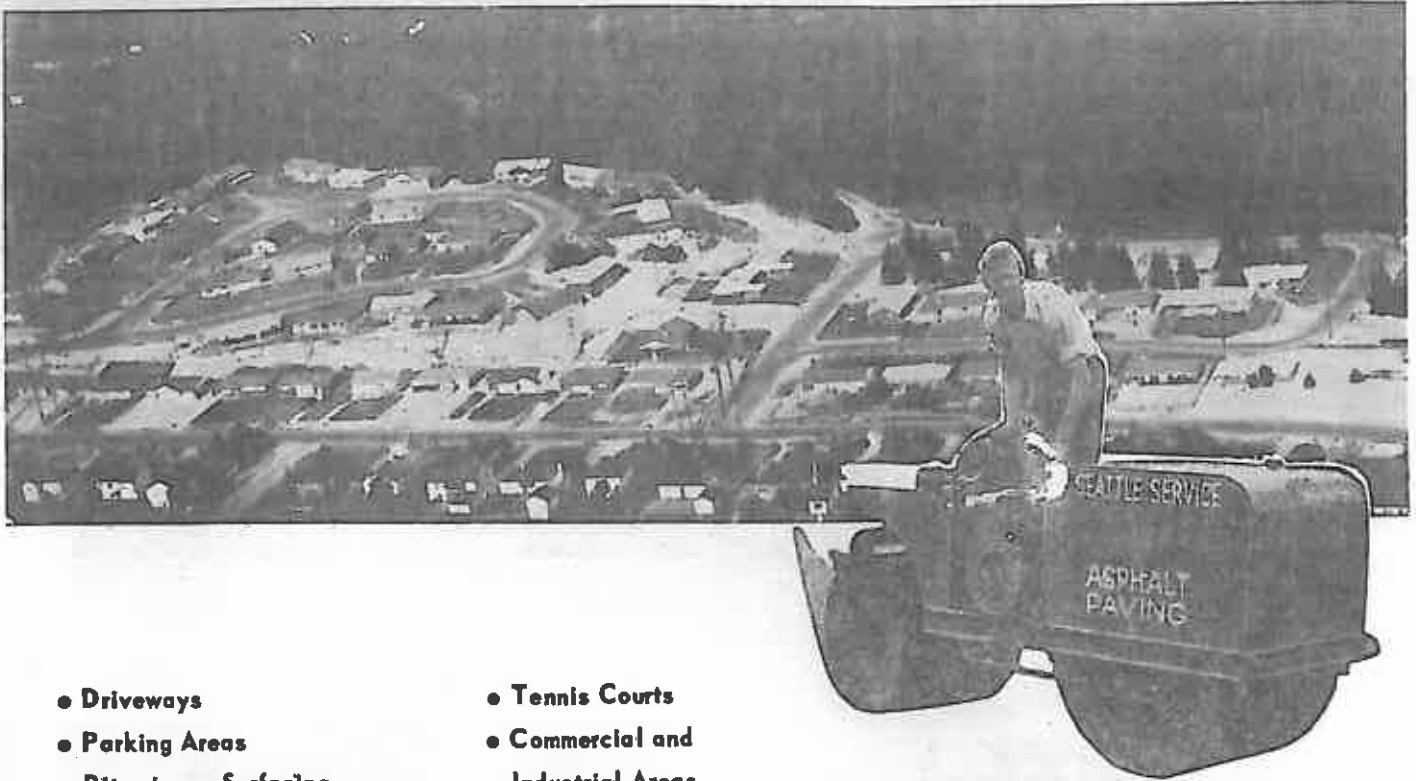
Mr. Flynn has ably assisted in Schroeder home designs, and has added many detail features to the finished product. He is in charge of the Bellevue developments.



JOHN FLYNN



Glenn Barrett, Public Relations man for the H. K. Schroeder Construction Company, is at your service at all times. Glenn's background includes service with the Washington Title Insurance Company and the Puget Sound Title Company. Along with processing and closing of home sales for the company, he also serves in the capacity of office manager. Edith Prince, secretary and James Robertson, accountant are also shown. (Glenn Barrett to extreme right)



- Driveways
- Parking Areas
- Bituminous Surfacing
- Sidewalks
- Streets
- Tennis Courts
- Commercial and Industrial Areas
- or wherever good surfacing is needed

MILES OF FINE ROADS AND DRIVEWAYS IN

PELICAN PARK,

RAVENWOOD,

BROADVIEW

AND CLARKSON SUB-DIVISIONS

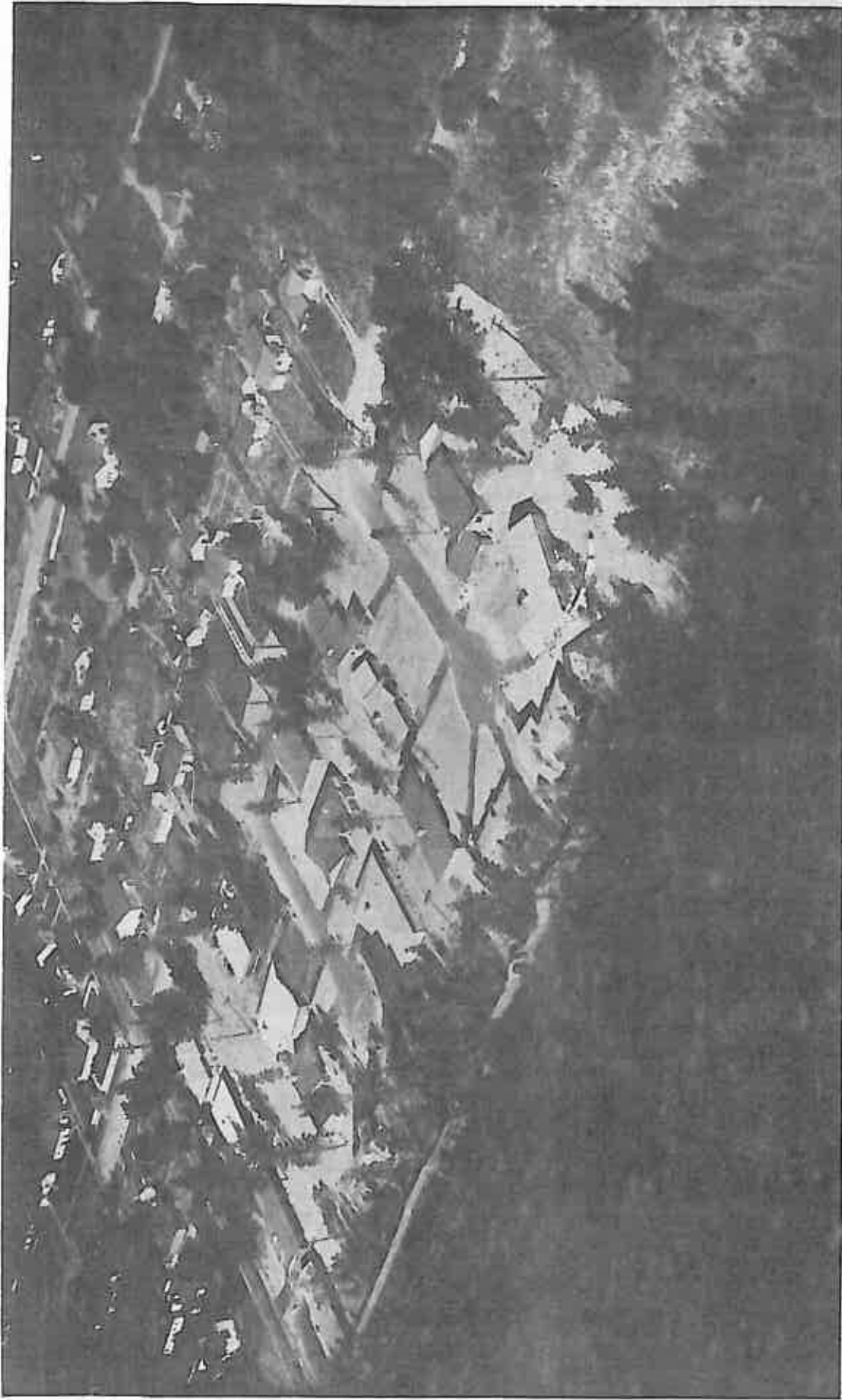
WERE PUT IN FOR DURABLE, TROUBLE-FREE, YEAR 'ROUND SERVICE BY

SEATTLE SERVICE CO.

8328 15th NW

DExter 1900

also famous for "FIRE FUEL"

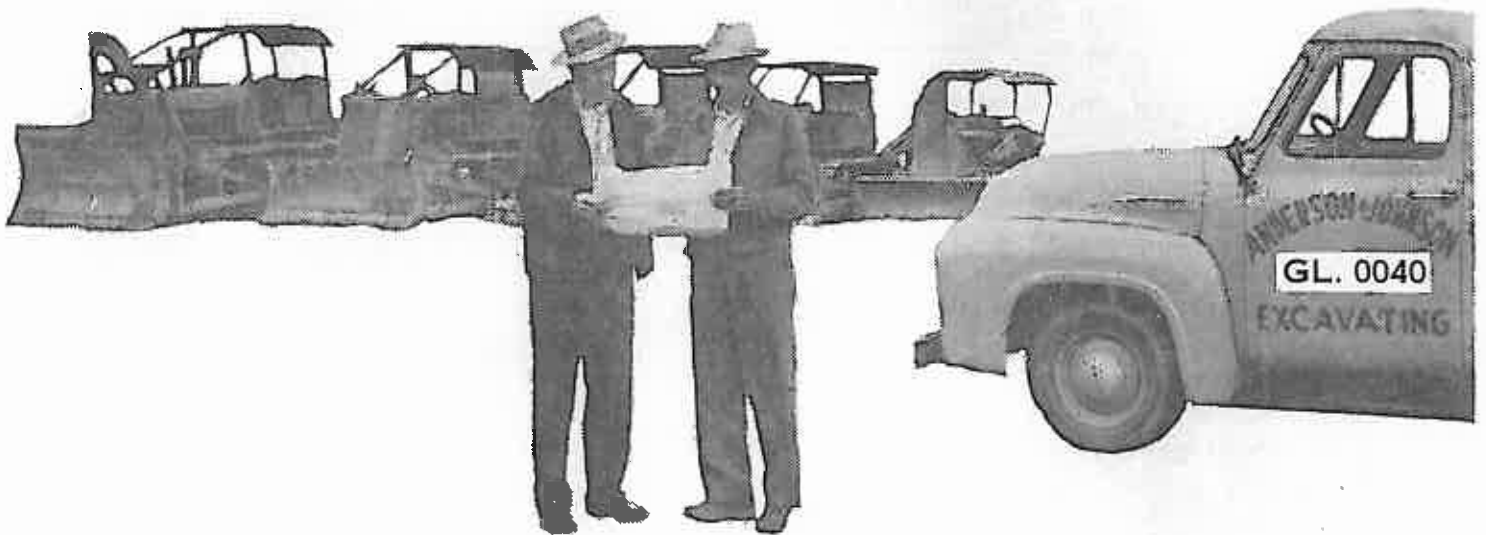


RAVENWOOD, No. 137th & Ashworth. Another lovely wooded area with paved winding streets in the Haller Lake and Northgate area and also close to schools and transportation.

— **BULLDOZING**

CLEARING —

Our firm plays an important part in many Seattle land developments.

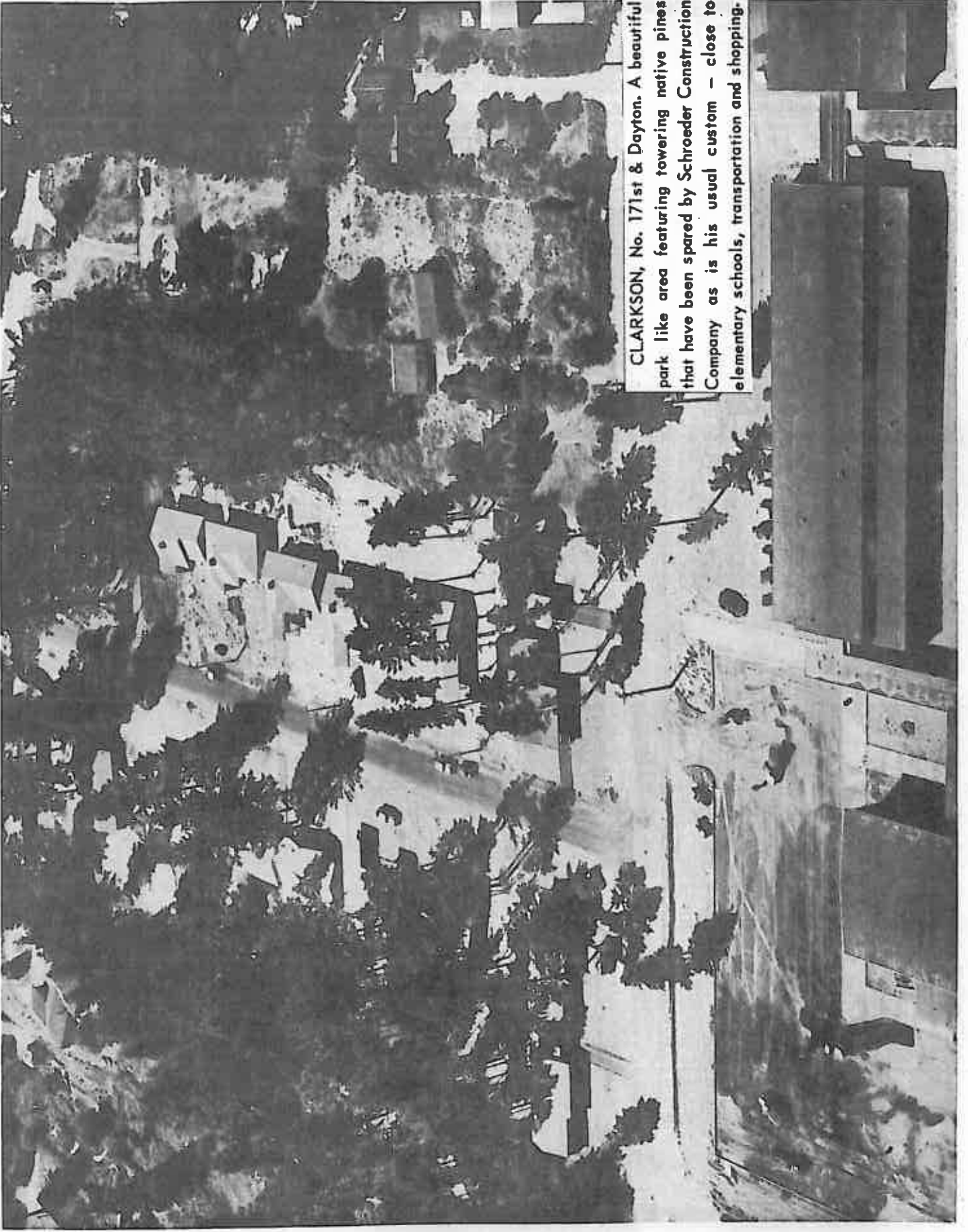


ANDERSON & JOHNSON

7308 24th N. E.

KEnwood 3288

GLadstone 0040



CLARKSON, No. 171st & Dayton. A beautiful park like area featuring towering native pines that have been spared by Schroeder Construction Company as is his usual custom - close to elementary schools, transportation and shopping.



OUR GOAL IS TO SUPPLY THE BEST MATERIALS AVAILABLE.

WE USE THE FINEST FLOOR FINISHES SUPPLIED BY

COWMAN & CAMPBELL PAINT CO.



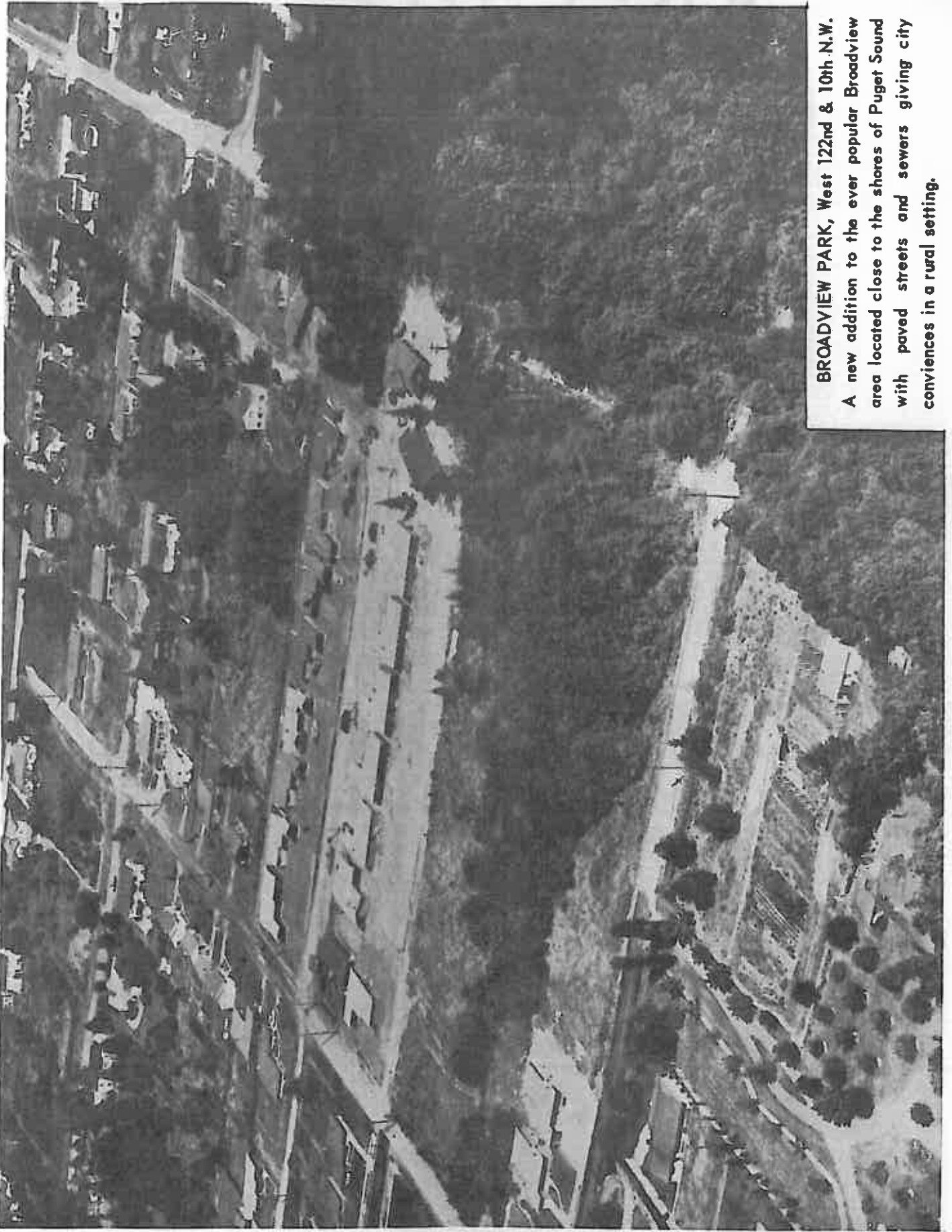
EMIL & HAROLD LINDHOLDT

GUARANTEE FLOOR CO.

SINCE 1910

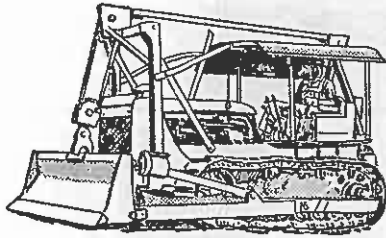
2725 California Avenue

WEst 0127

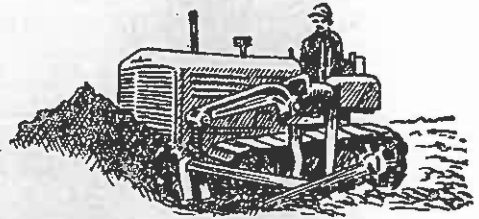


BROADVIEW PARK, West 122nd & 10th .N.W.
A new addition to the ever popular Broadview area located close to the shores of Puget Sound with paved streets and sewers giving city conveniences in a rural setting.

BULLDOZING



No Job Too Large



No Job Too Small

EXPERIENCED OPERATORS
LAND CLEARING - ROAD BUILDING - BASEMENTS & GRADING

BELLEVUE 4-8211

Bellevue Bulldozing Co.

JAMES L. (Laurie) EVANS

ROOM 205
BELLEVUE
HOMEMAKERS CENTER

EVENINGS
BELLEVUE 4-4984

READY MIX - BUILDING MATERIALS

CADMAN GRAVEL COMPANY

- 1 1/3 MILES EAST OF REDMOND ON OLD BRICK ROAD -

Kenmore 77-1215

Redmond 33-1234

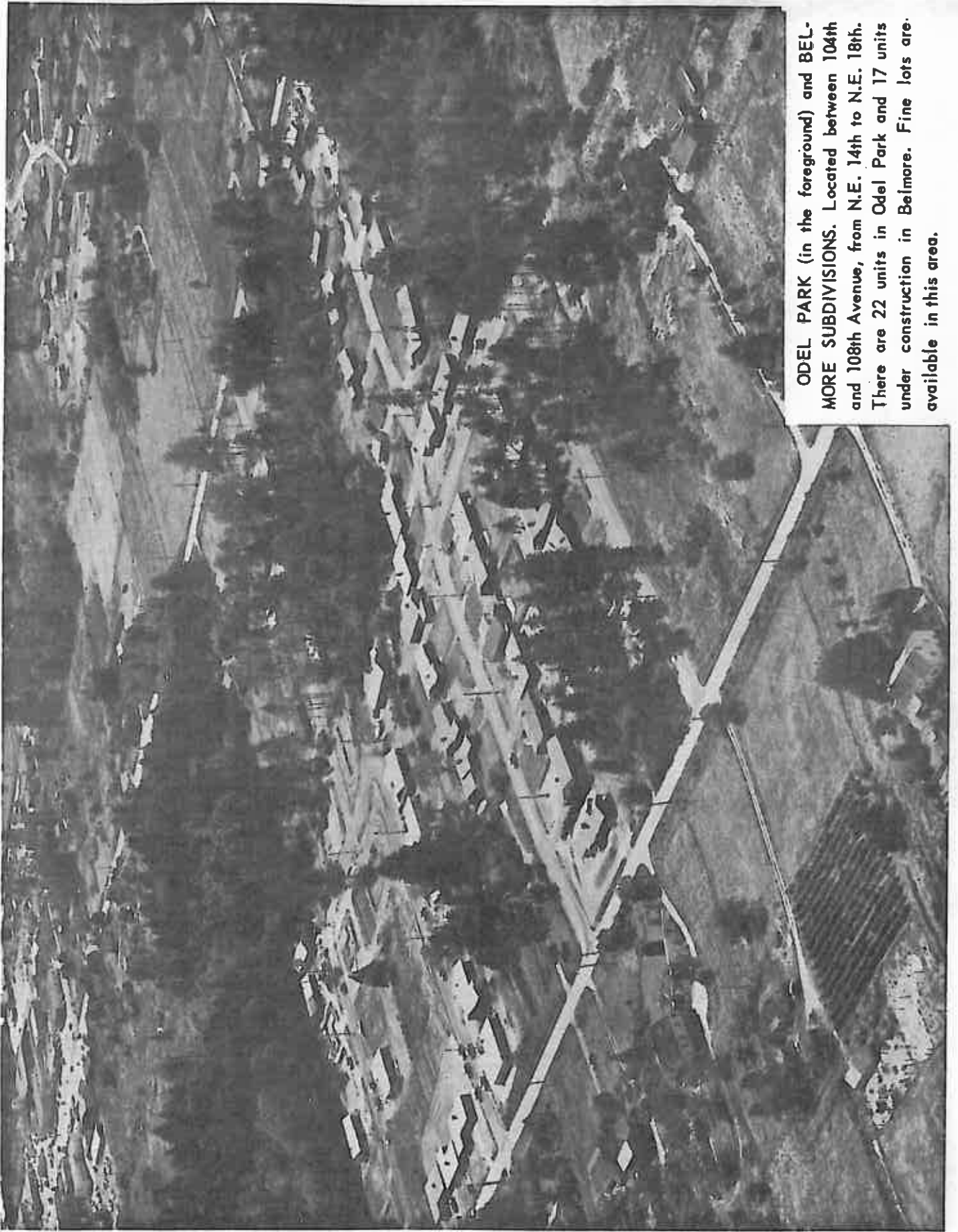
WATSON ASPHALT PAVING

DRIVEWAYS — STREETS — PARKING AREAS

6743 - 24th N. W.

HEMLOCK 1780

REDMOND 33-1234



ODEL PARK (in the foreground) and BEL-MORE SUBDIVISIONS. Located between 104th and 108th Avenue, from N.E. 14th to N.E. 18th. There are 22 units in Odel Park and 17 units under construction in Belmore. Fine lots are available in this area.

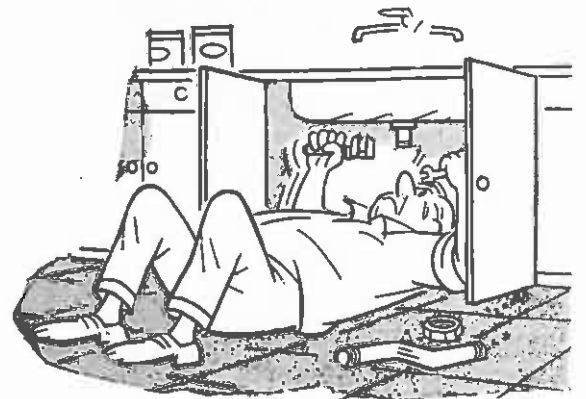


Information



The sub-contractors and business firms advertised in this booklet combine as a team to provide gracious living in a Schroeder built home. They are well recommended for their integrity, ability and skilled workmanship.

Please use this booklet as a directory for service calls, home maintenance and professional advice regarding your home.





BELLEVUE REALTY ADDITION No. 1, located at 104th and N.E. 24th. At present there are 37 homes in this subdivision. These units are within two blocks of elementary school and only one mile from the heart of the Bellevue shopping district.



suppliers of

- CEDAR SIDING
- CEDAR SHAKES
- ROOFING

KOLB BUILDING MATERIALS

838 E. 125th

Glendale 2827

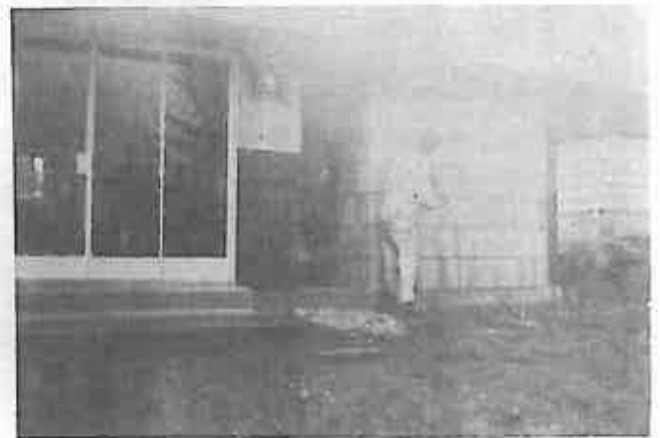
Roofs by



MYLAN

Glendale 2827

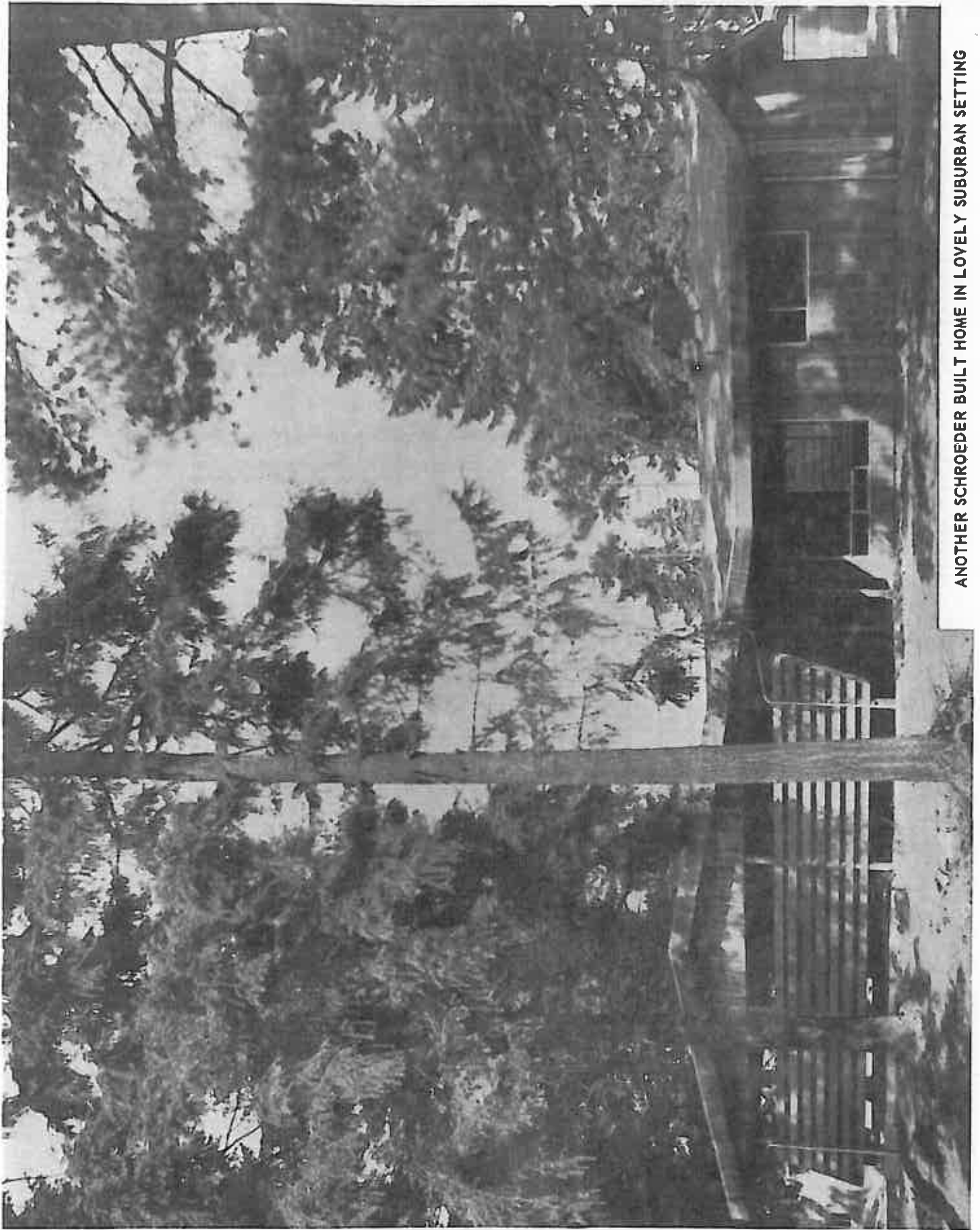
Home Phone
Glendale 5922



BOB REYNOLDS

SHAKE & SIDING APPLICATOR

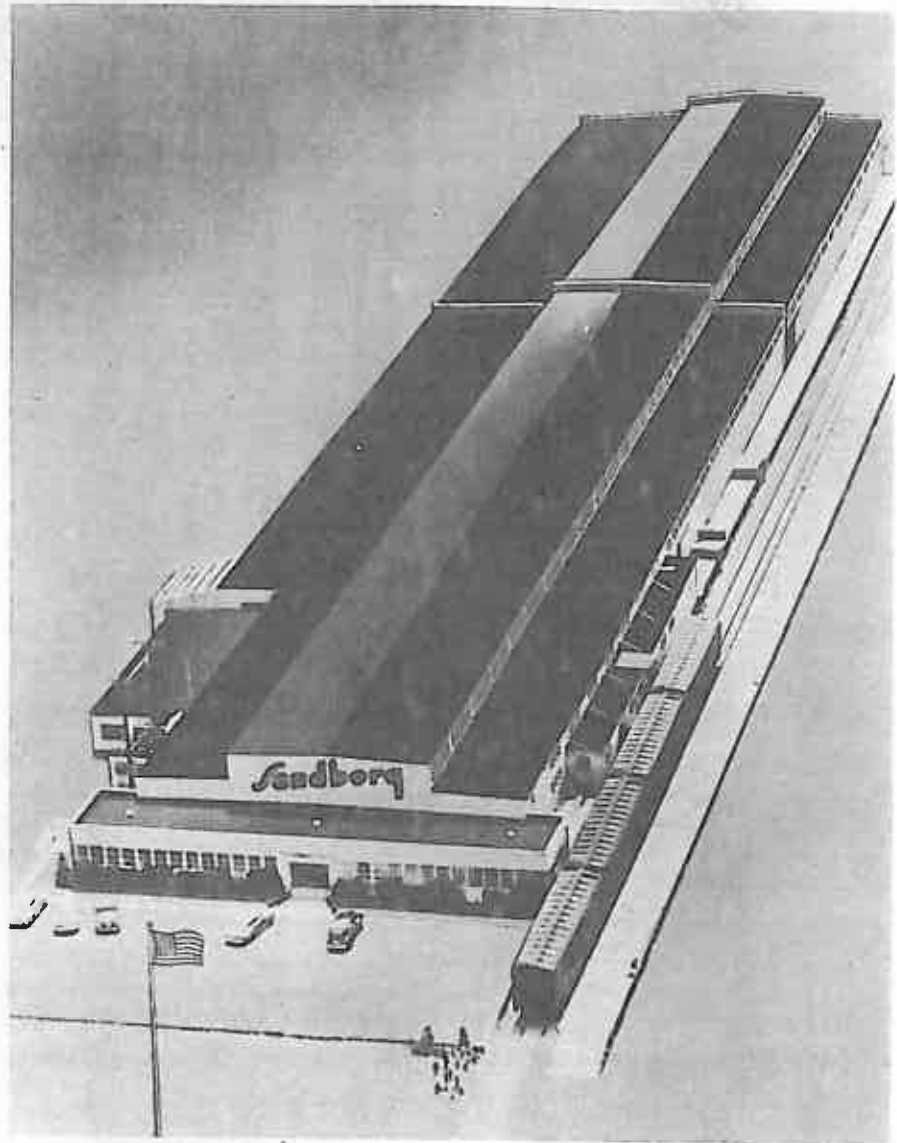
Capitol 7922



ANOTHER SCHROEDER BUILT HOME IN LOVELY SUBURBAN SETTING



DOWNFLOW MODEL

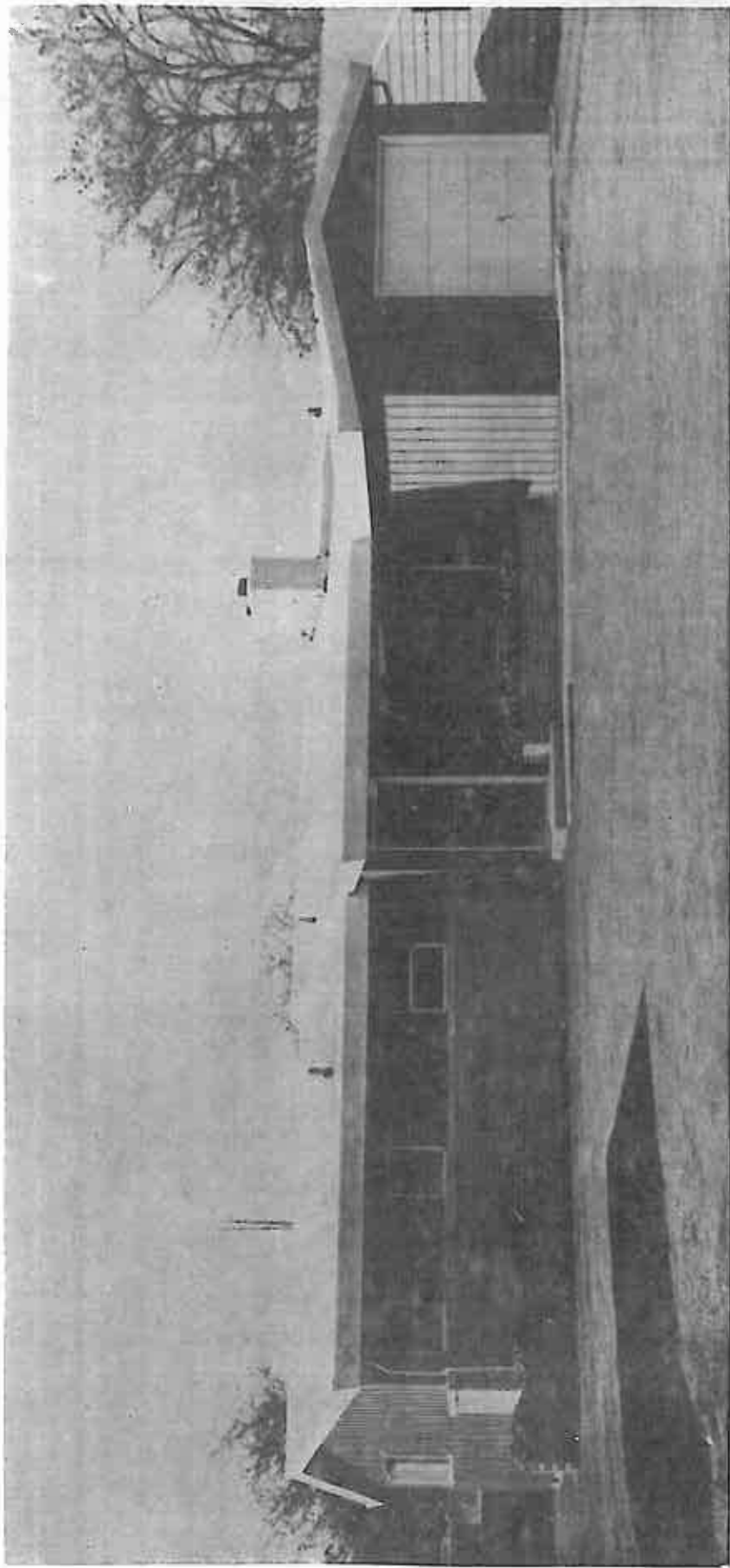


HOME OF MONARCH FURNACES

NORTH PARK HEATING & SHEET METAL CO.

10001 Aurora Avenue

VERMONT 9545



MR. AND MRS. EDWARD McINTYRE HOME IN BELLEVUE AT 10607 N.E. 17TH

WIRING & FIXTURE SPECIALISTS

We endeavor to personalize your wiring needs in a Schroeder Home for your utmost convenience and living enjoyment.

We also stock a complete line of electrical appliances, including Hoffman, Olympic, Bendix, Sentinel and Emerson T. V. sets and service.

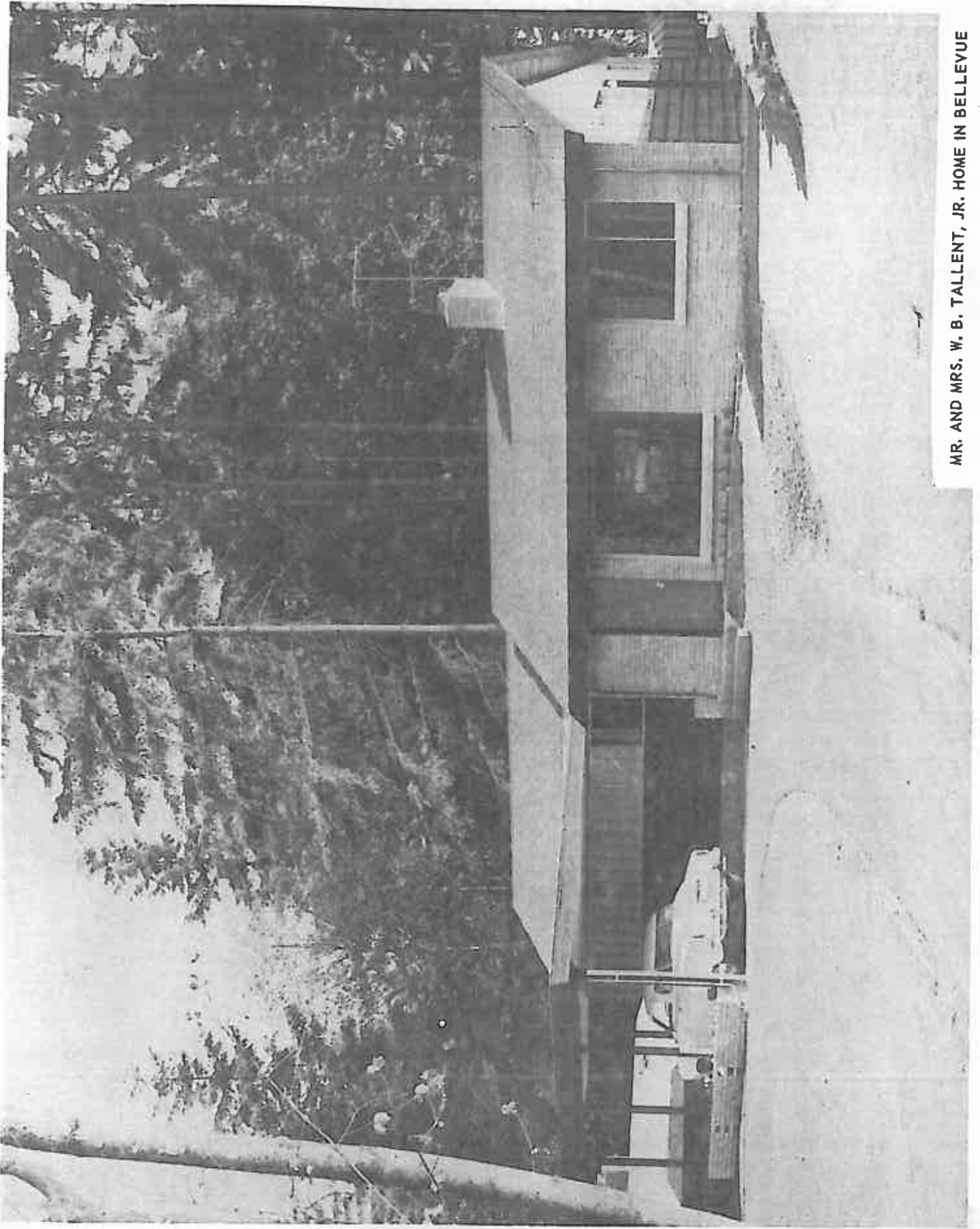


ROOSEVELT ELECTRIC SERVICE

• APPLIANCE SALES & SERVICE •

8805 ROOSEVELT WAY

VERMONT 3214



MR. AND MRS. W. B. TALLENT, JR. HOME IN BELLEVUE

Schroeder Homes insulated with



Northern Insulation Co.

7212 E. Green Lake Way

Kenwood 5207

EAST 125TH & BOTHELL WAY

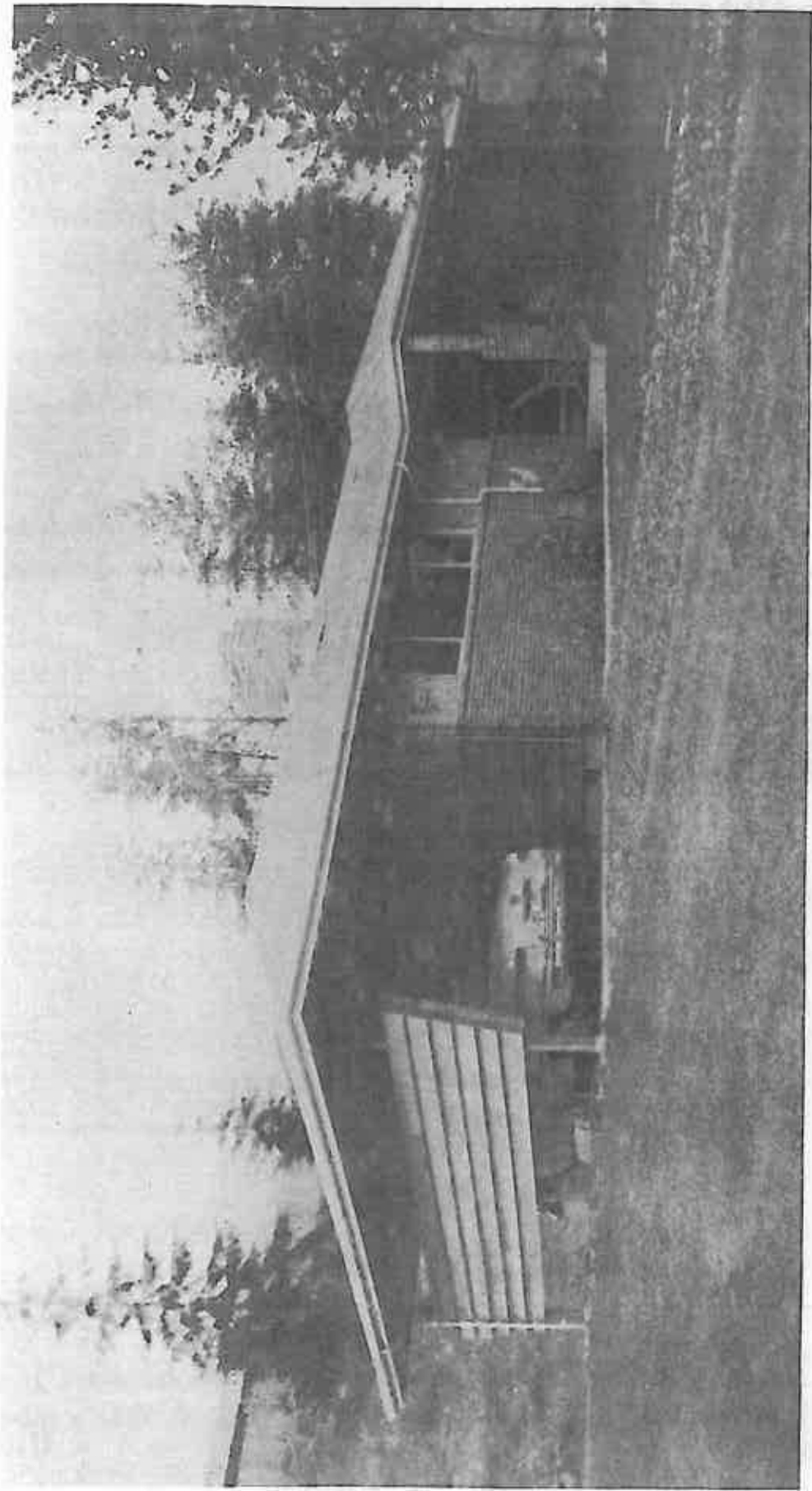


Gladstone 0220

BRAMAN LUMBER COMPANY



"SERVING THE ENTIRE NORTH END WITH EVERY BUILDING NEED."

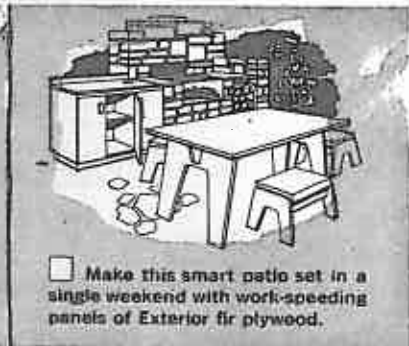
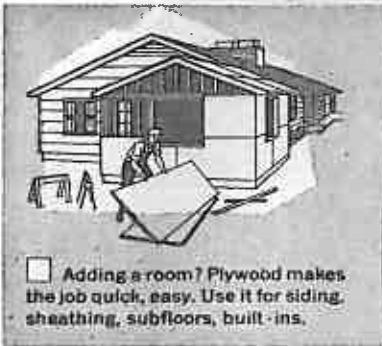


MR. AND MRS. RALPH D. FITE HOME AT 14605 9TH PLACE N.E.

ACME MILLWORK, INC.

WHOLESALE SUPPLIERS, MANUFACTURERS, AND JOBBERS OF

DOORS - WINDOWS - FRAMES



ARE HAPPY TO PARTICIPATE WITH SCHROEDER CONSTRUCTION COMPANY IN BRINGING YOU THIS INFORMATIVE BROCHURE

KIRKLAND, WASHINGTON

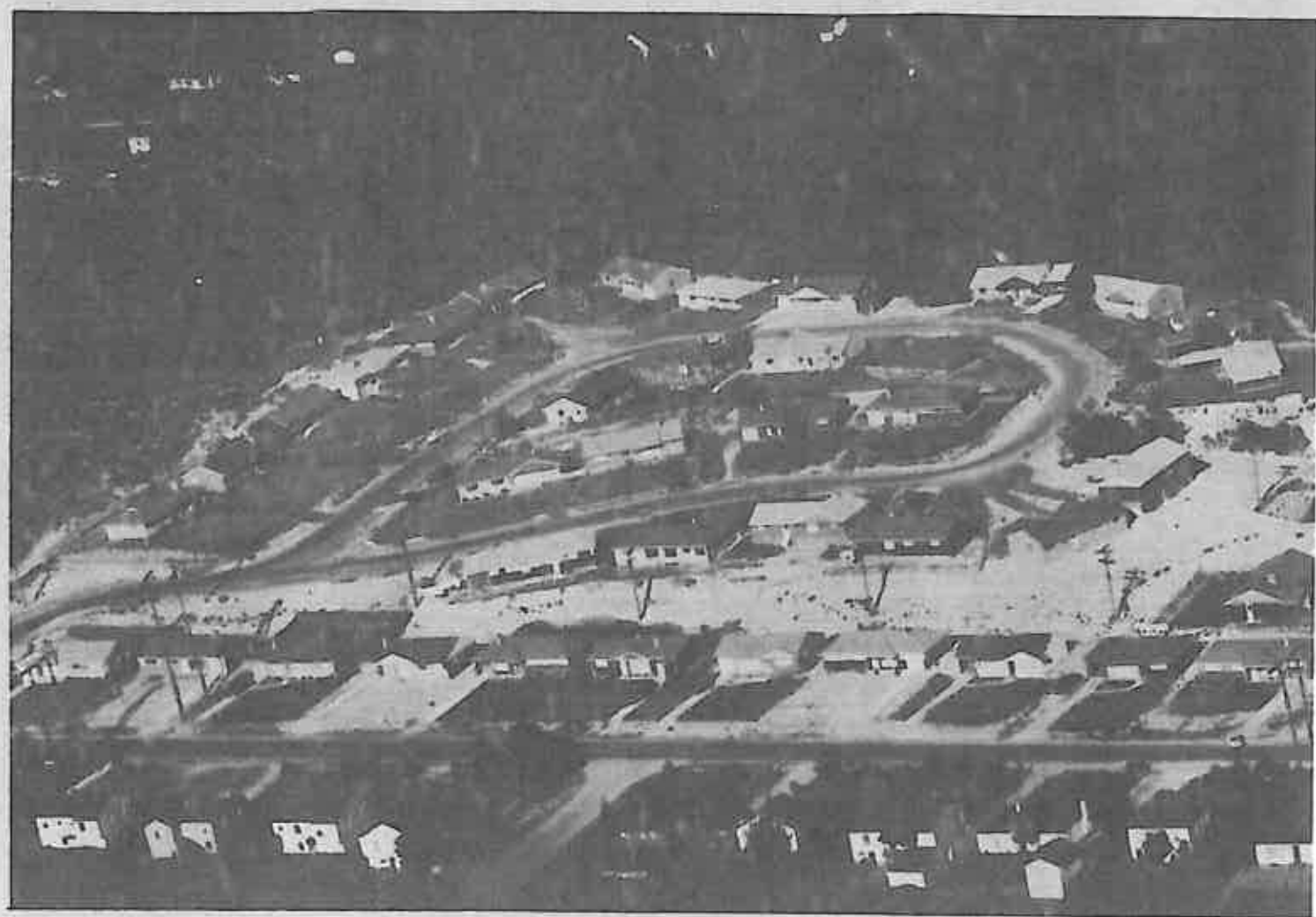
KIRKLAND - 22-2201
SEATTLE - MUtual 0753
(Toll Free)



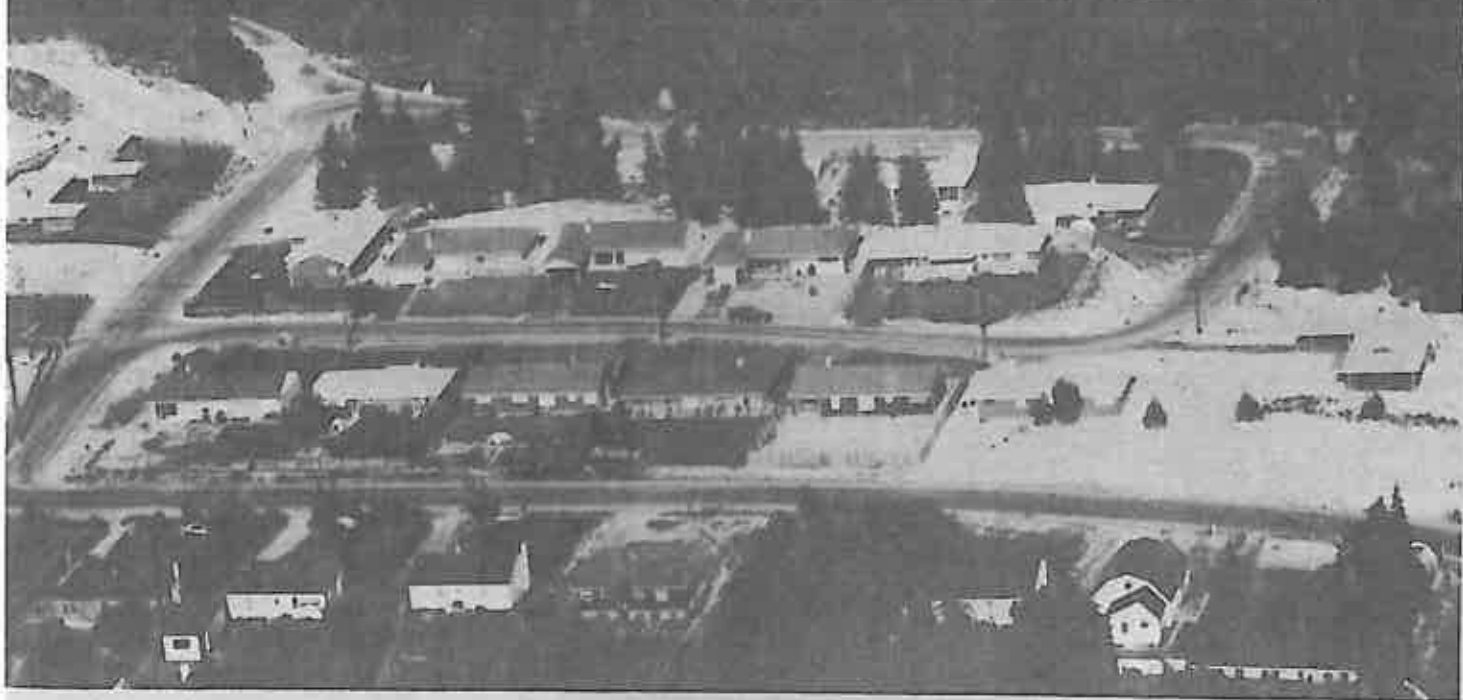
JUST COMPLETED, READY FOR LANDSCAPING

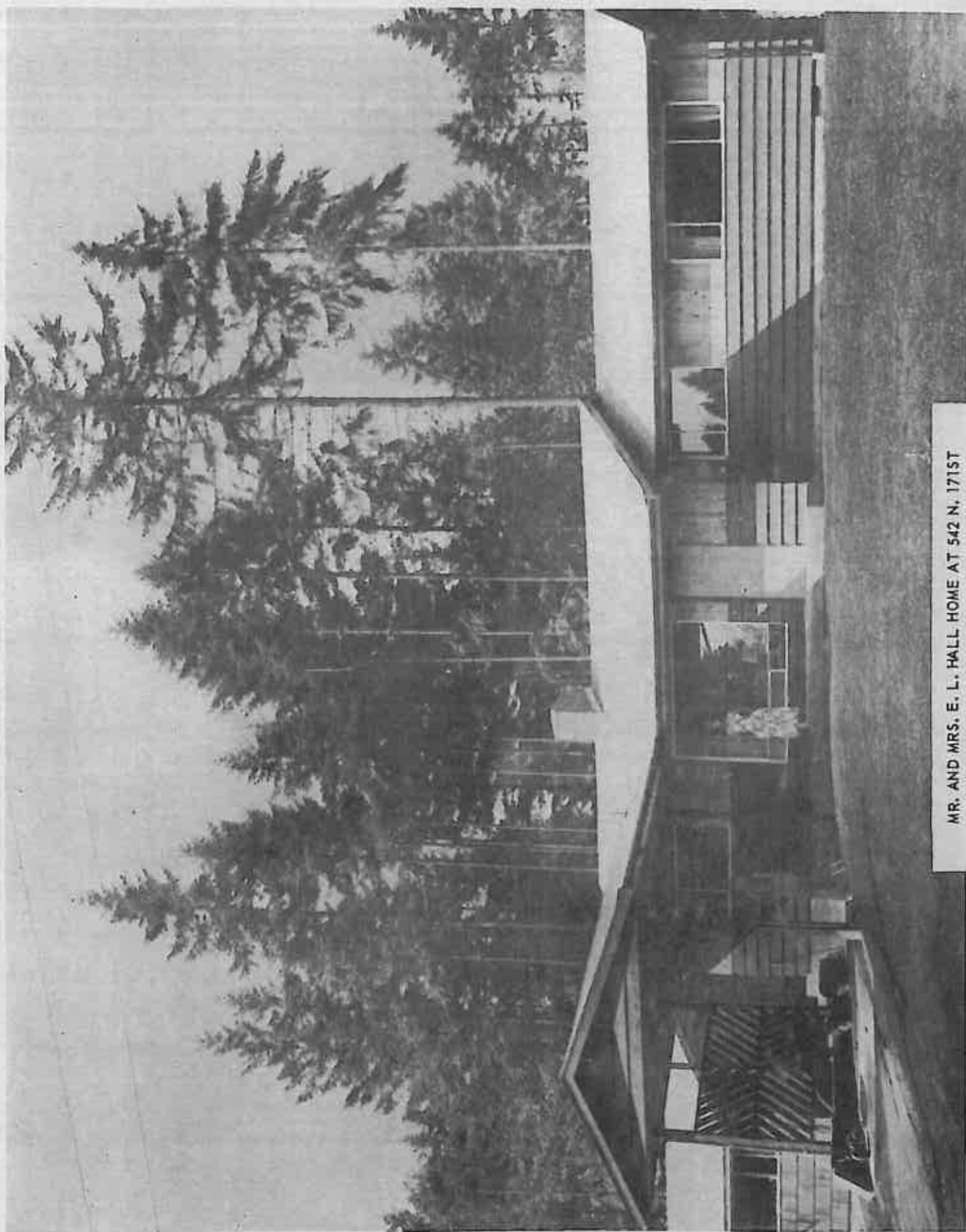


NEW BASEMENT MODEL
under construction

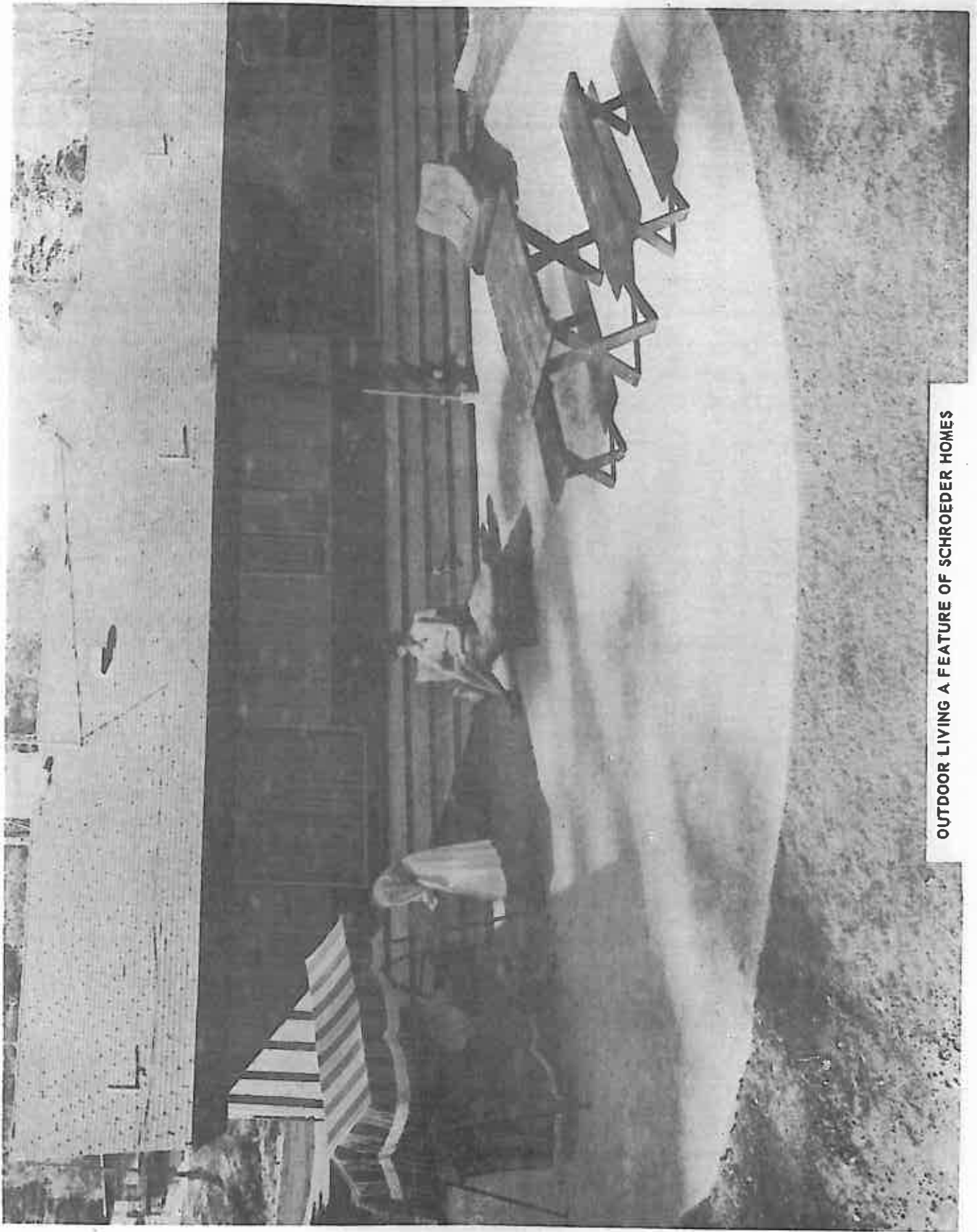


PELICAN PARK, East 147th & 9th N.E.
Located just north of beautiful Jackson Golf Course and situated between primary and junior high schools, also close to transportation and the convenience of the Northgate shopping facilities.





MR. AND MRS. E. L. HALL HOME AT 542 N. 171ST



OUTDOOR LIVING A FEATURE OF SCHROEDER HOMES

**IN EVERY SCHROEDER HOME YOU WILL FIND OUR FINE QUALITY MATERIALS
FEATURING VERTIGRAIN PLYWOOD**

- **INTERIOR – EXTERIOR GRADES OF
ROTARY PLYWOOD**
- **FOREST FIBER HARDBOARD**



WESTERN COOPERAGE, INC.

ME 0702

1341 NORTHLAKE



F MRS. W. B. TALLENT, JR. IN HER LOVELY LIVING ROOM



PHIL JOHNSON HARDWOOD FLOORS

HEmlock 7807

948 W. 85TH



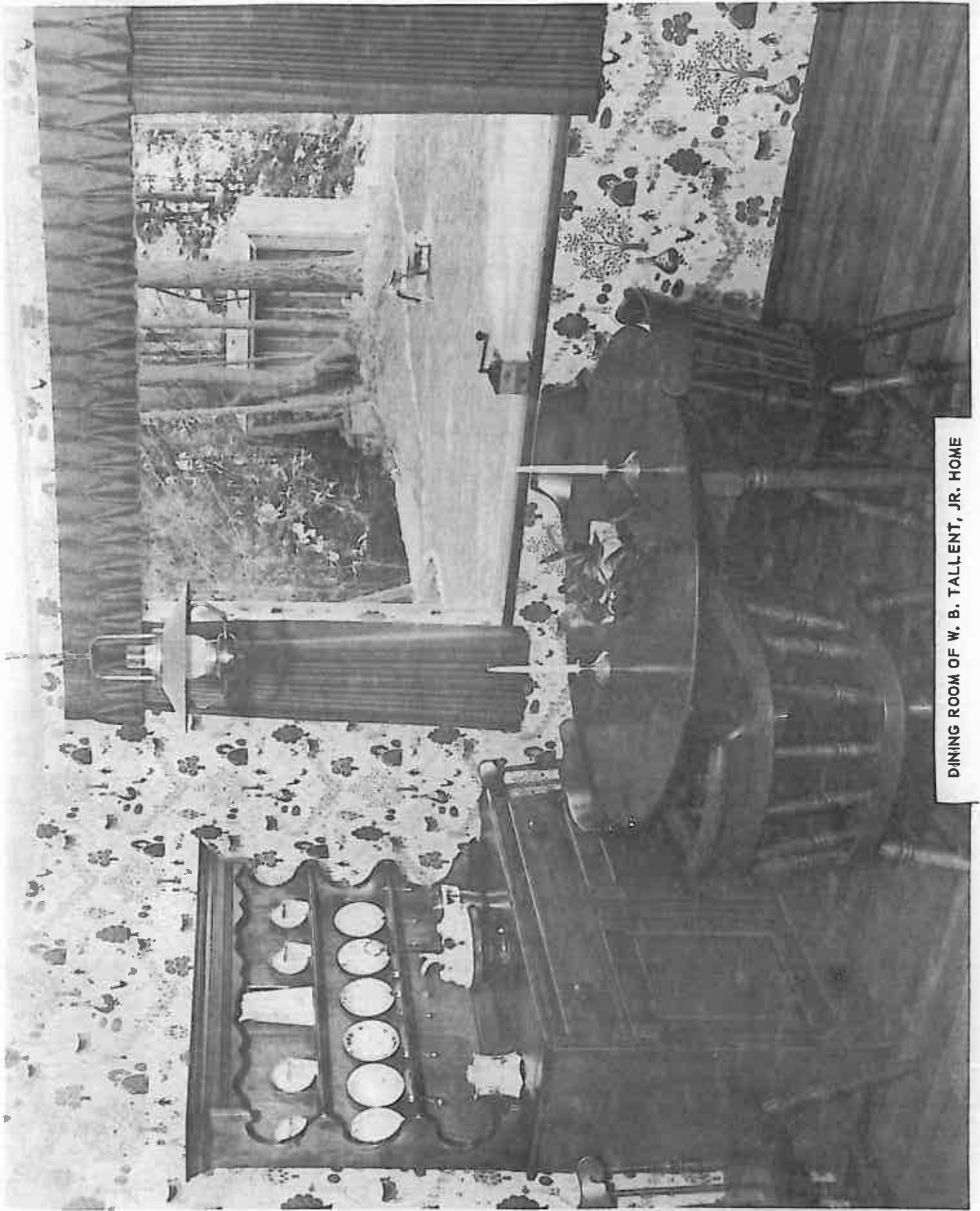
CHARLES E. DOUGLAS

Drywall Contractor

HANGING - TAPING - NAILING

GL 0442

1733 N. 130TH



DINING ROOM OF W. B. TALLENT, JR. HOME

SCHROEDER HOME OWNERS SAY — —

"OUR FIREPLACES ARE A WORK OF ART." WORK BY

VICTOR J. THIEMANN

MASONRY CONTRACTOR

558 E. 130TH

GL 5420

~~~~~  
**TODAY'S**

**FINEST**

**HOME**

**VALUE**

**\*\*\*\*\* SCR BRICK \*\*\*\*\***

**SEATTLE BRICK & TILE CO., INC.**

9TH S. & ANDOVER

MA 3285



MRS. FREDERICK T. SECRETTIE, 1422 N. 136TH, IN HER COMFORTABLE LIVING ROOM

**Our business association with the H. K. Schroeder Construction Company, covering a number of years, has been a pleasant one and we are proud to be one of the firms that combine to provide gracious, comfortable Living in a Schroeder Home.**



## **HART PLUMBING & HEATING, INC.**

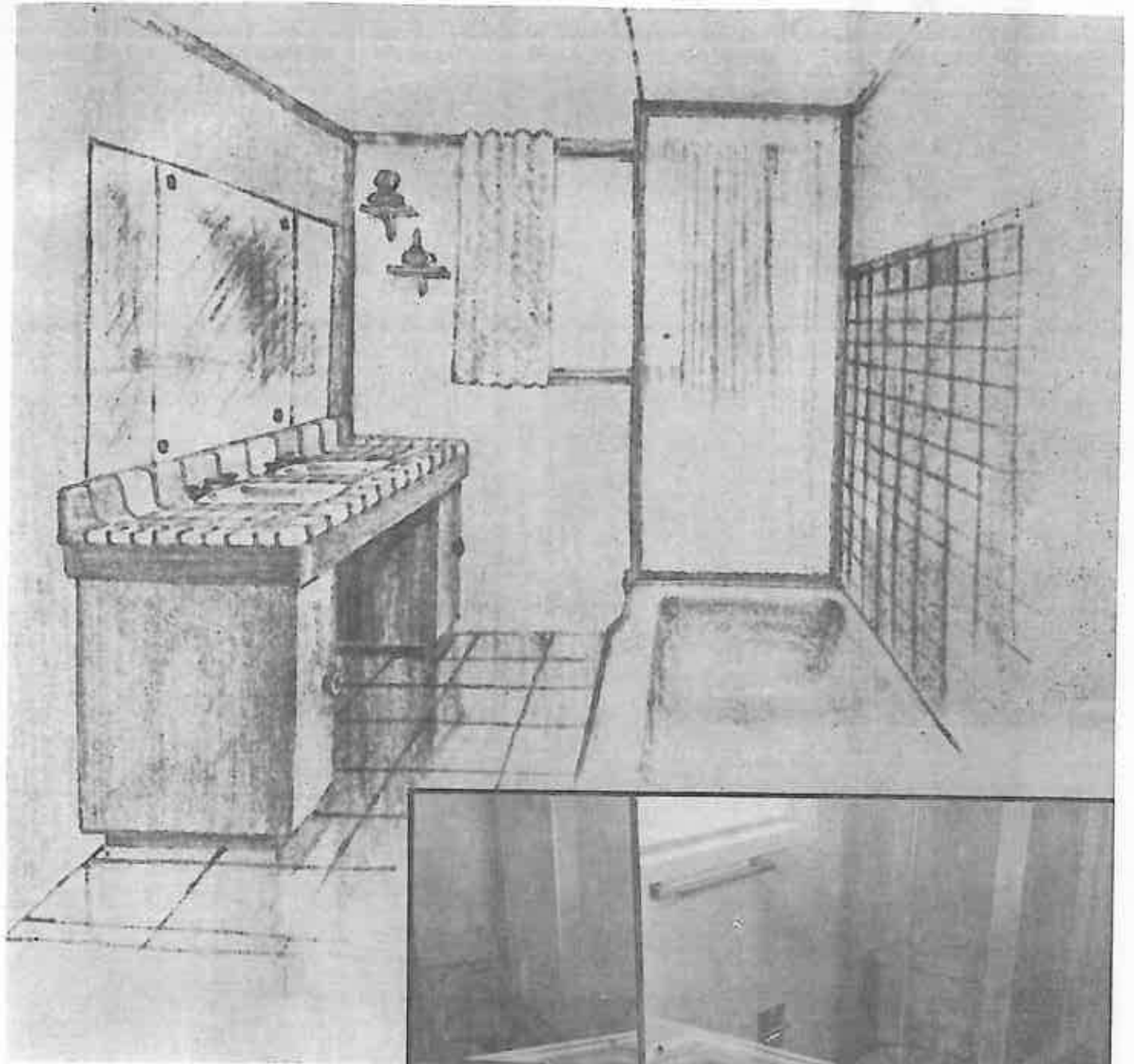
**RESIDENTIAL—COMMERCIAL**

**CONTRACTS**

**14056 Bothell Way**

**EMerson 3700**





Vanity type Bath with double lavatory and triple mirrors.



*in The Northwest it's:*

# TILE BY ACME

GRANITE & TILE CO.

Ceramic Tile

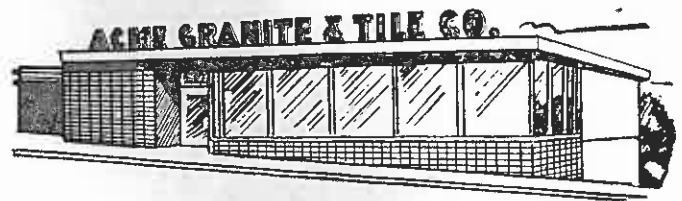
Drainboards

Bathrooms

Walls

EVERgreen 0666

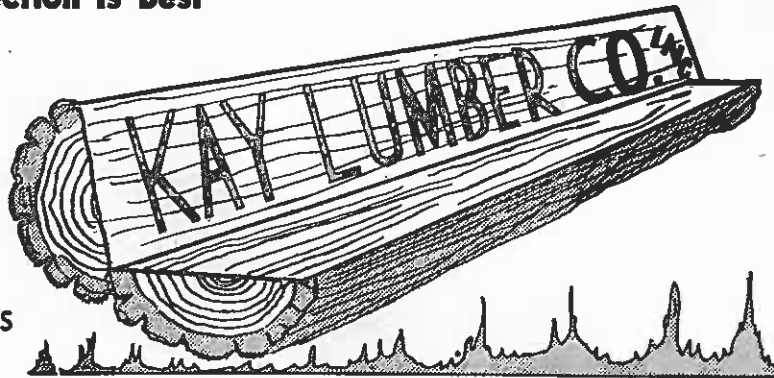
4200 Aurora



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## Buy Where Selection Is Best

DRY LUMBER  
MOULDINGS  
PLYWOOD  
WALLBOARD  
ROOFING  
CEMENT & TILE  
HARDWARE & PAINTS



**PHONE**  
**BELLEVUE**  
**4-3322**

BELLEVUE

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**WALT'S**

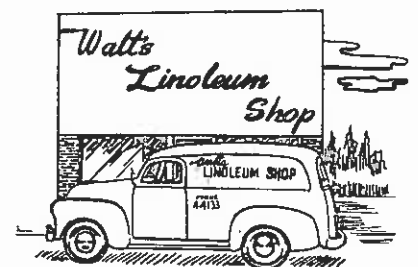
**LINOLEUM**

**SHOP**

WALL - FLOOR - DRAIN BOARD  
COVERINGS IN PLASTICS & LINOLEUM

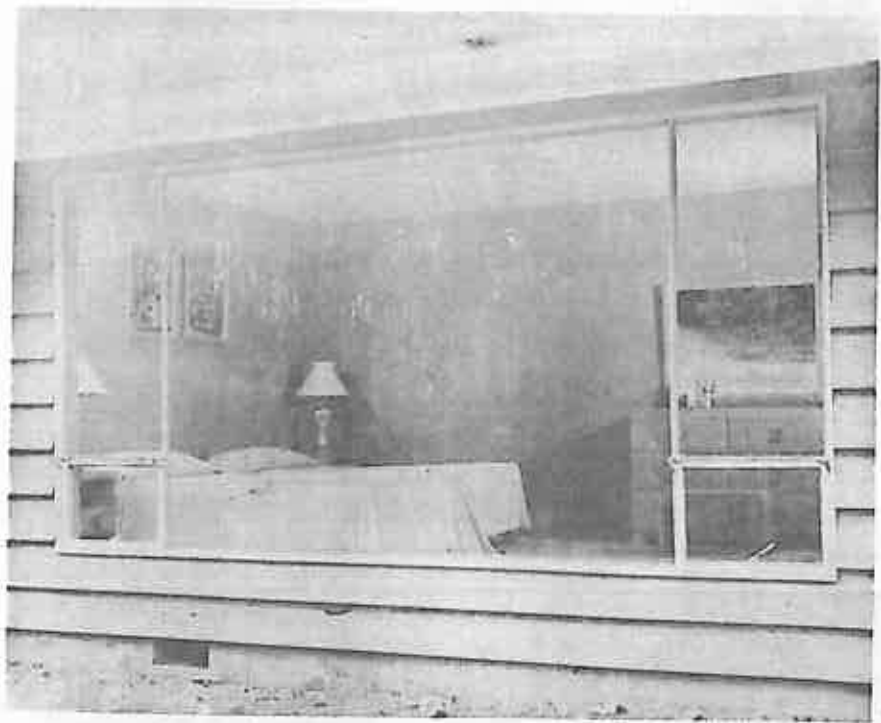
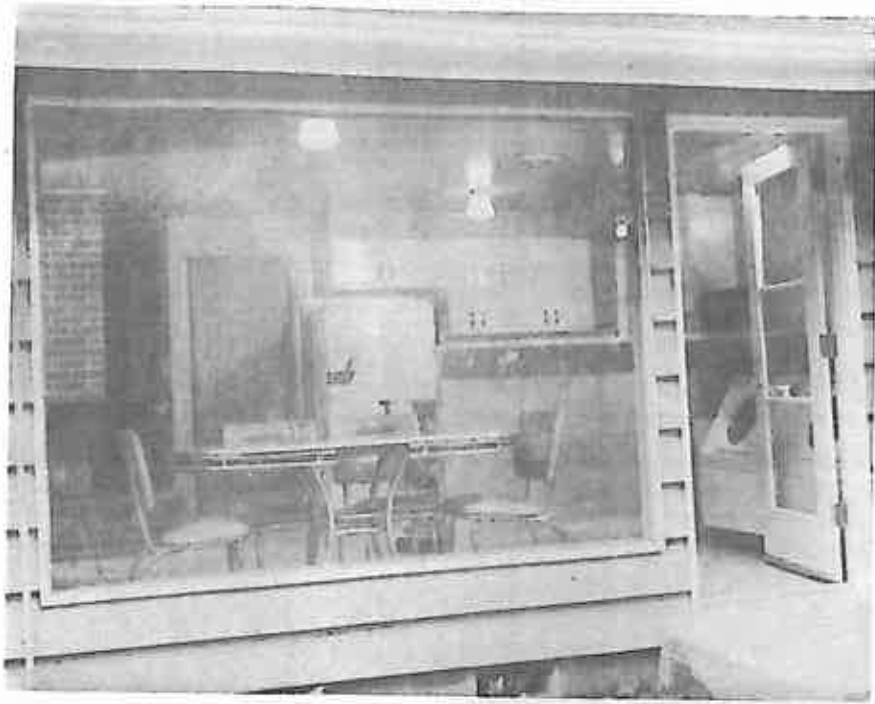
WALT STAUFFER

- EXPERT INSTALLATION -



Bellevue 4-4133

BELLEVUE, WN.





Mrs. Lionel Starer



Mrs. W.B. Tallent, Jr.

H. K. Schroeder and J.F. Johnston would like to take this opportunity to thank Mrs. Lionel Starer, Mrs. W.B. Tallent, Jr., Mrs. C.L. Allen, Mrs. Frederick T. Secrettie and other happy home owners for their assistance and cooperation in permitting the photography of their lovely homes.



Mrs. C.L. Allen



Mrs. F.T. Secrettie

\*\*\*\*\*

# Suppliers of Baylawn

**Philippine Mahogany**

**Mansion Materials at Cottage Cost. Now paneled walls**

**are a luxury every home can afford.**

**TORKELSON'S BUILDERS SUPPLY**

**1300 North 105th**

**PLaza 6166**



*Interior  
Features*







belongs  
in  
your home  
modernization  
program!



Bath  
and  
Kitchen  
by

*Art Tile Corp.*

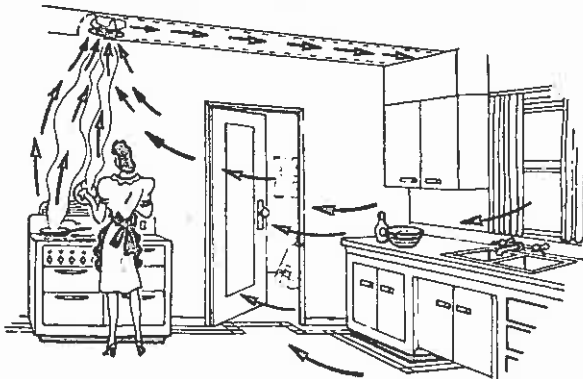
8503 ROOSEVELT WAY

VERMONT 3082

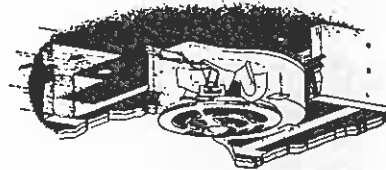
*Prayne Blo-Fan*

# CEILING "SPOT" VENTILATION

*Why Blo-Fan EXCELLS*



*Cooking Odors and Fumes Are Carried Out Instantly with Blo-Fan Ventilation.*



*Blo-Fan captures*

- ... fumes as they rise.
- ... before they can spread.
- ... before they can strike ceiling or walls.
- ... before they can be caught in cross drafts and carried into other rooms.

**VENTILATES NATURES WAY — UPI**

*principles of Blo-Fan design*

The Blo-Fan is an effective patented combination of fan and blower principles, in which the good features of both are preserved and the weakness minimized.

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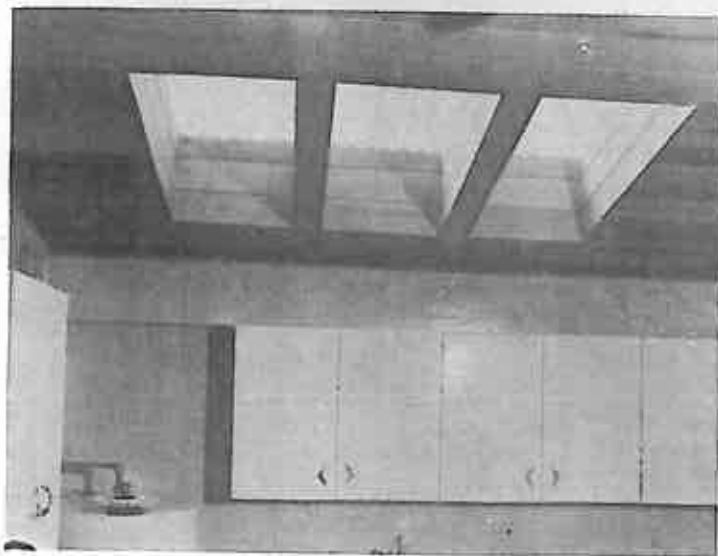
**BELLEVUE 4-4464**

**MID-LAKES CORNER**

*Magic  
Kitchens*

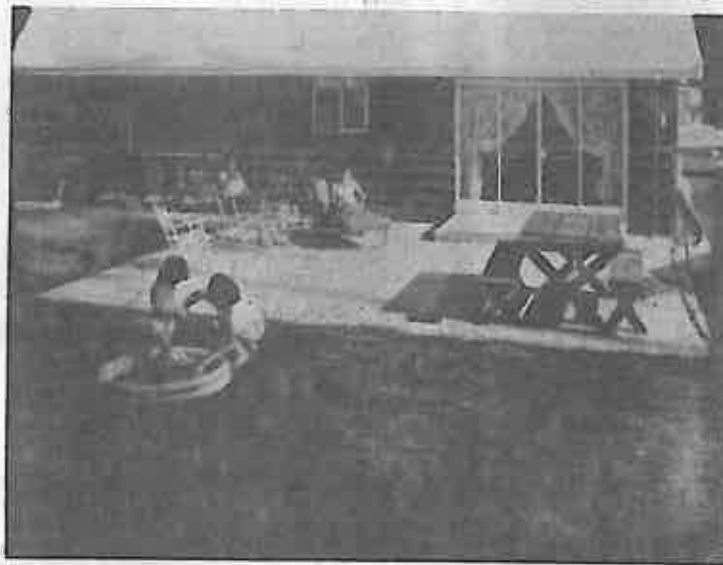


**PHOTO OF MRS. LIONEL STARER  
AT HER THERMADOR INSTALLATION**



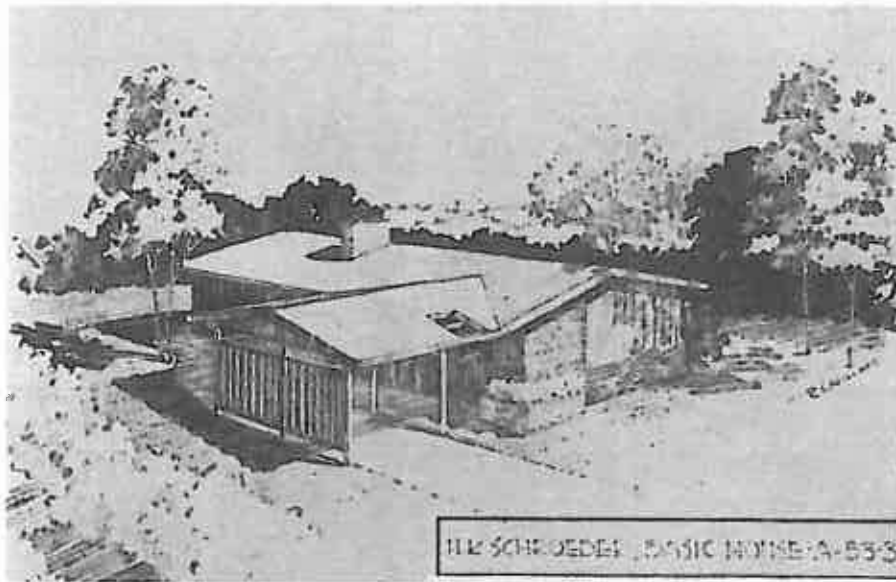
**SKYLITE KITCHEN FEATURE**

*Spacious  
Living*

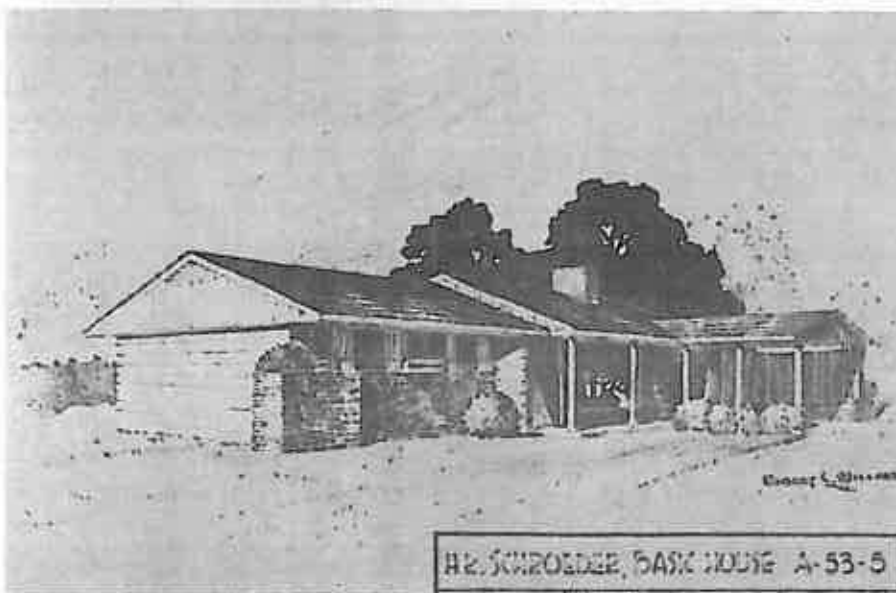




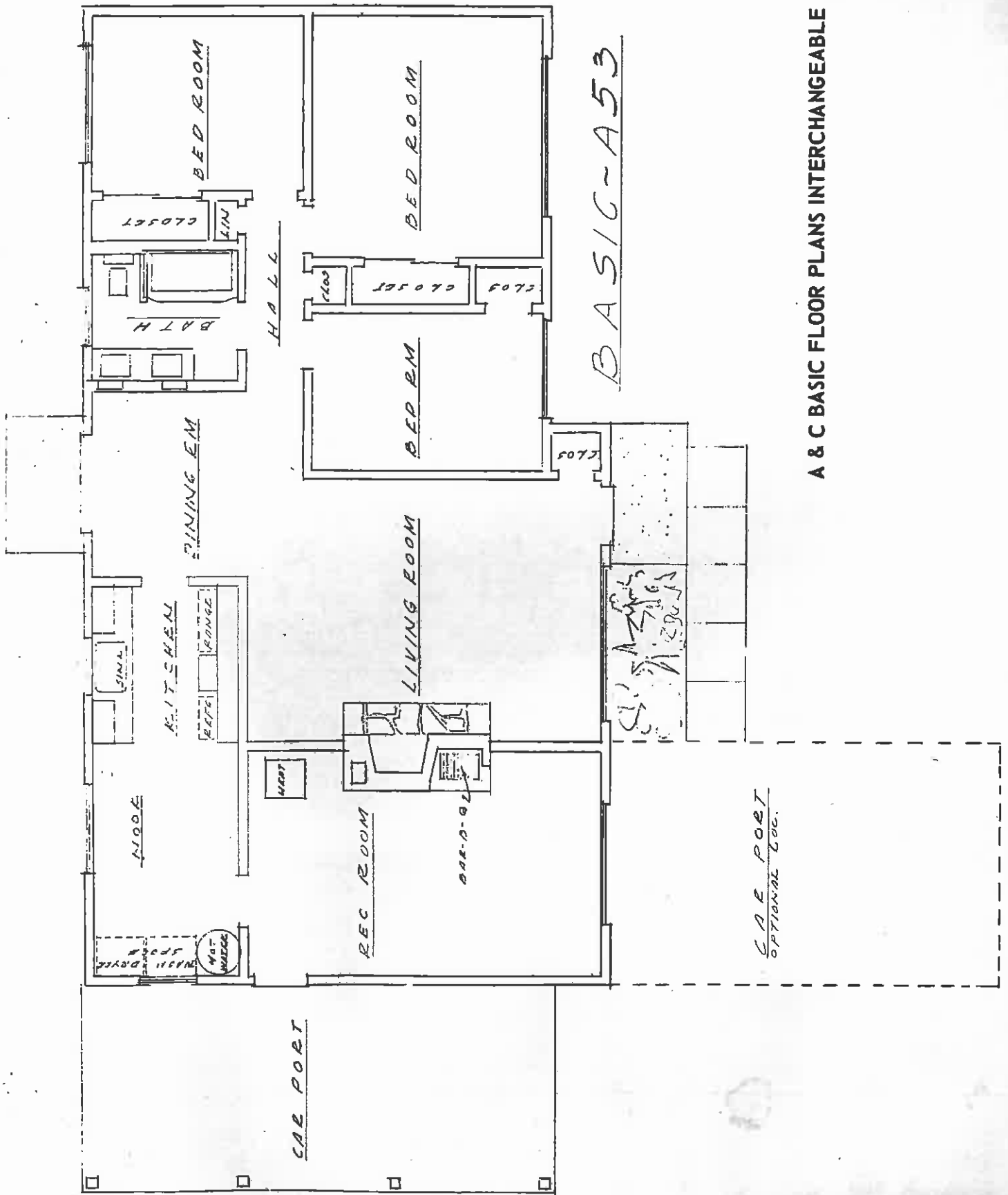
H.E. SCHROEDER BASIC HOUSE A-53-8



H.E. SCHROEDER BASIC HOUSE A-53-8



H.E. SCHROEDER BASIC HOUSE A-53-5

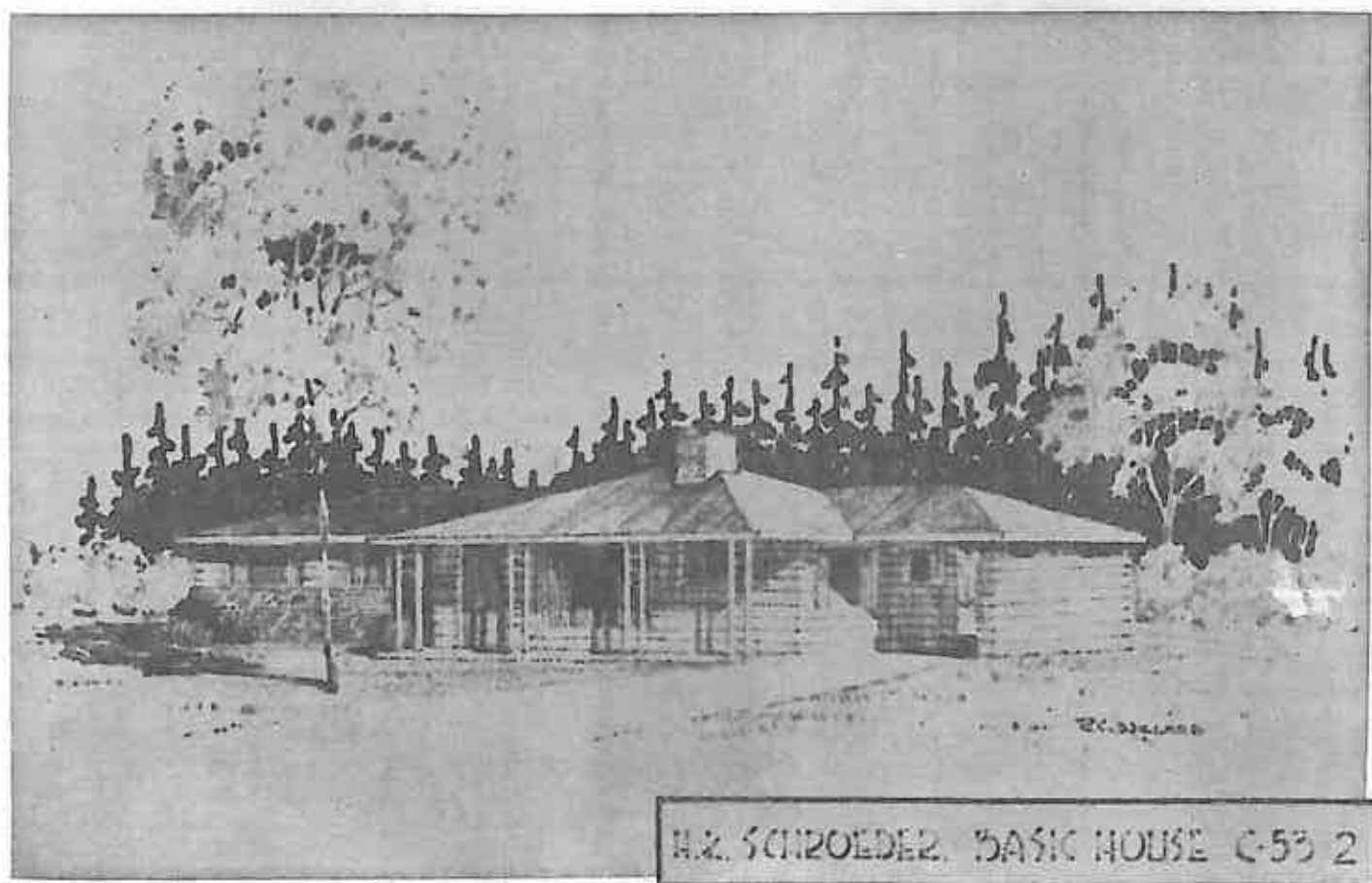


A & C BASIC FLOOR PLANS INTERCHANGEABLE

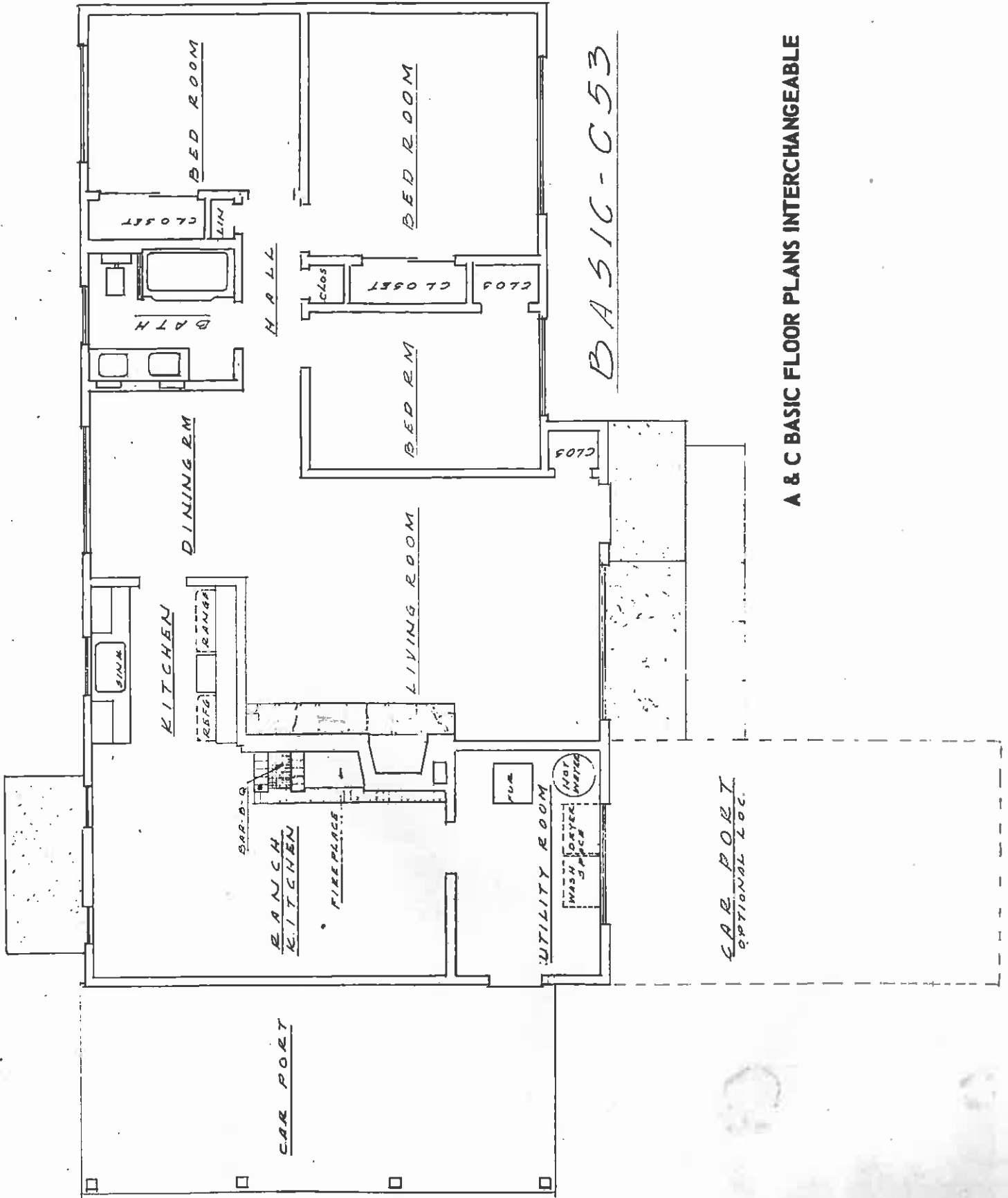




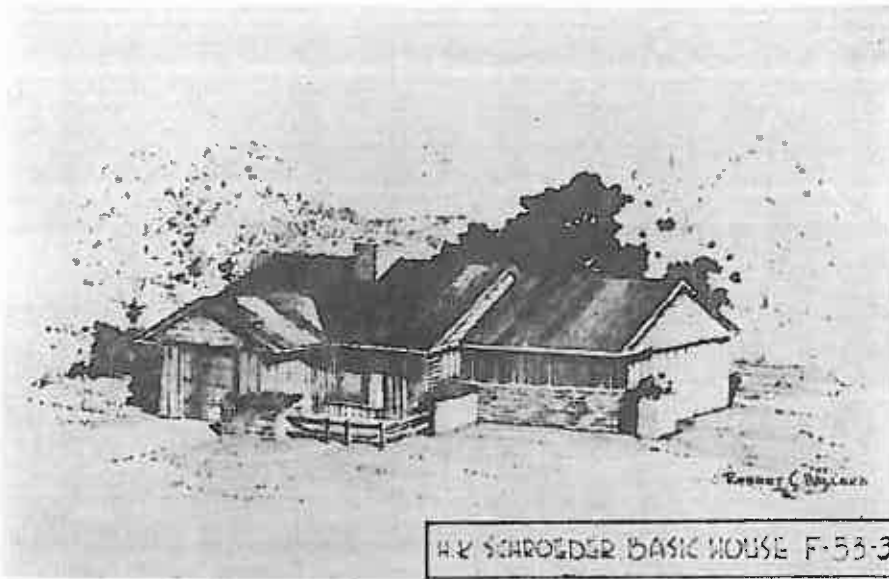
H.K. SCHROEDER, BASIC HOUSE C-53-3



H.K. SCHROEDER, BASIC HOUSE C-53-2



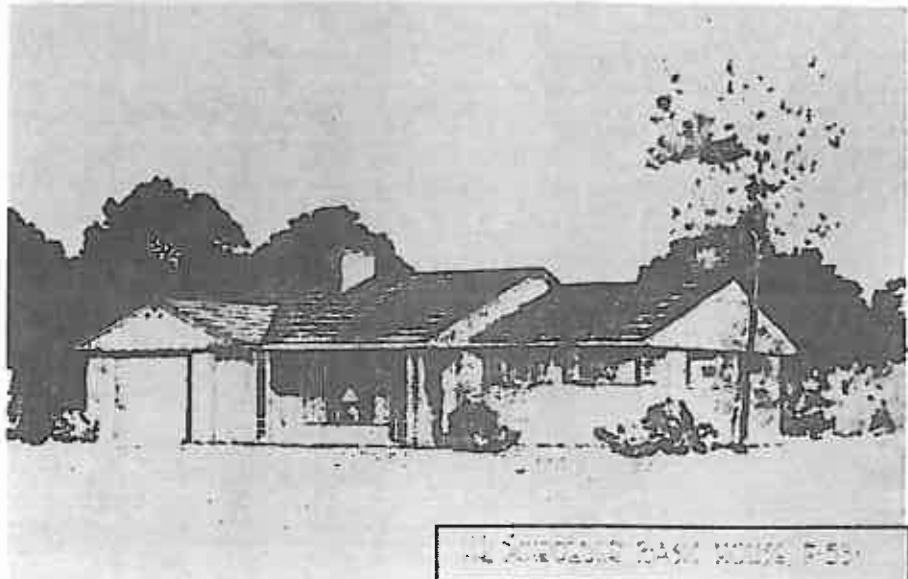
**A & C BASIC FLOOR PLANS INTERCHANGEABLE**



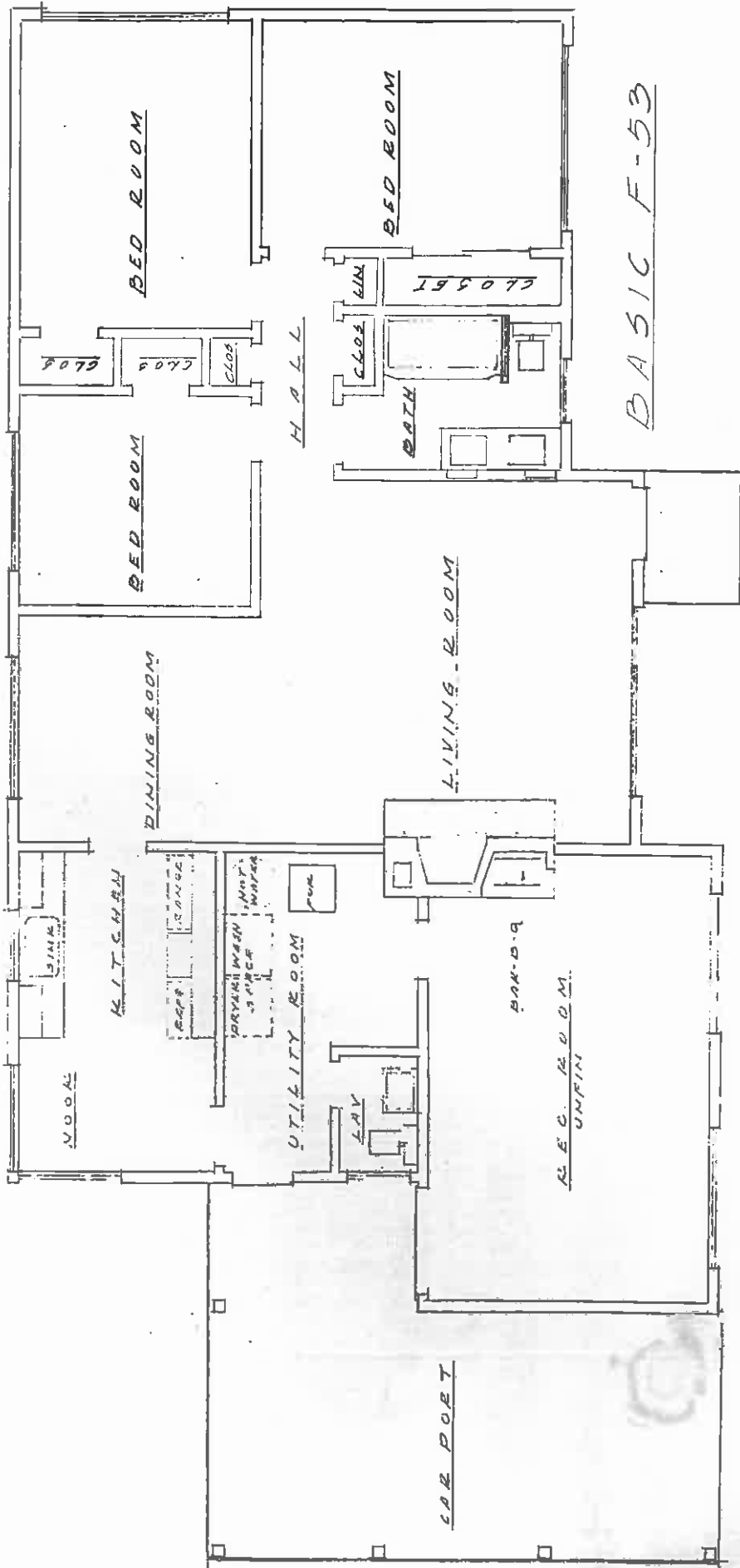
H& SCHROEDER BASIC HOUSE F-53-3



H& SCHROEDER BASIC HOUSE F-53-2



H& SCHROEDER BASIC HOUSE F-53-1



BASIC F-53

CAR PORT

LIVING ROOM

BED ROOM

BED ROOM

DINING ROOM

BED ROOM

KITCHEN

UTILITY ROOM

BATH

REC. ROOM  
UNFIN

BAR-B-Q

LAV

POOL

WASHER

DRYER

STOVE

SINK

CLOSET

CLOSET

CLOSET

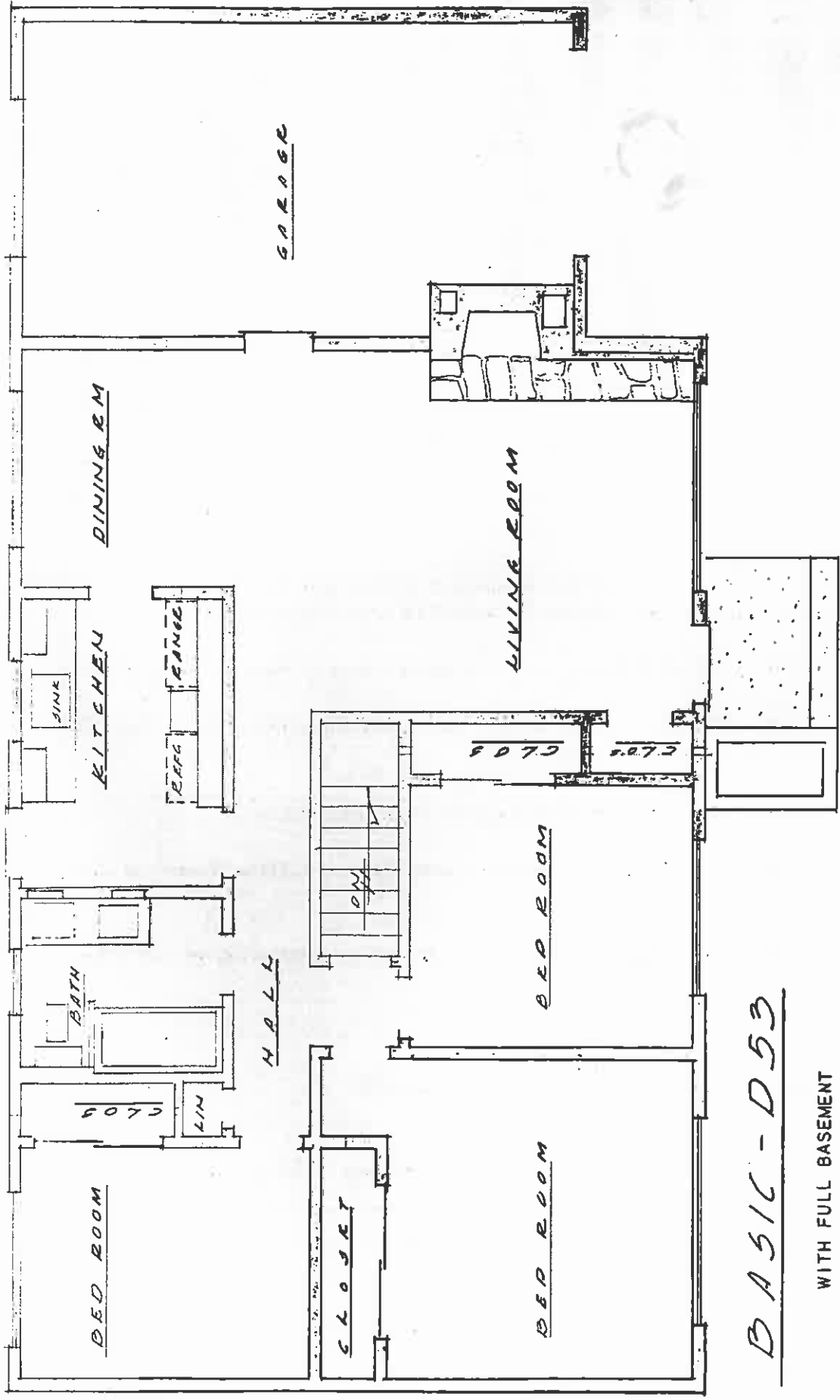
CLOSET

CLOSET

CLOSET

SINK

NOOK



BASIC - D53

WITH FULL BASEMENT





J. F. JOHNSTON, Owner  
CONTRACTORS ADVERTISING SERVICE

It has been a pleasure to plan and assimilate this brochure for the H. K. Schroeder Construction Company. We would like to express our appreciation . . . . .

- To Mr. H. K. Schroeder for his wholehearted co-operation in the project.
- To The Advertisers for their assistance in helping to make the publication possible for your pleasure.
- To Schroeder personnel for their detailed assistance.
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- To Kelly Southwest Printing for the special attention given this publication.

*Contractor's Advertising Service*

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